

Kirusa Introduces New ReachMe Calling Feature into InstaVoice™

 kirusa.com/media-news/press-release/2017/20171106

- InstaVoice users can receive incoming GSM calls for free over data, when roaming or when network is unavailable.
- The service is currently available for US, UK, France, Lesotho and South Africa mobile numbers.

Africacom, Cape Town, South Africa, Nov 6, 2017: Kirusa, a global leader in communication solutions over data networks for consumers and enterprises, today announced that it has further strengthened its offerings on the InstaVoice platform, with the introduction of its ReachMe feature, allowing users to receive GSM calls in a mobile app, over data. Using ReachMe, users can receive their GSM calls for free while roaming.

The ReachMe feature is a unique service that can detect data connectivity and convert incoming GSM phone calls to Voice over Internet Protocol (VoIP) calls, so that InstaVoice users can receive these calls over WiFi, or mobile data. It can be activated only when the recipient is roaming, out of network coverage or on flight mode, but connected to the Internet. The call, which can be answered in the InstaVoice app, provides a seamless experience to both the calling party as well as the receiver.

“Mobile subscribers expect better and more convenient ways of maximizing their telephony interactions in the presence of data. ReachMe is an outcome of our efforts to meet this consumer expectation of voice in the data age – a SIM independent experience made possible by data. The ReachMe feature enables several use cases, including helping travelers receive their GSM calls for free while roaming,” said Dr. Inderpal Singh Mumick, Founder and CEO of Kirusa.

The ReachMe feature is available for mobile numbers in USA, UK, Lesotho, France, and for Vodacom numbers in South Africa. A US traveler, traveling internationally can save money by downloading the InstaVoice app from the Apple App Store or Google Play Store, activating ReachMe, using a local SIM for data in the country of destination, and then get all their incoming calls from their home mobile number for free, eliminating roaming charges.

ReachMe opens new revenue streams for mobile operators while saving costs, and helps them meet user expectations from voice in the data age. Any mobile operator interested in offering ReachMe to their subscribers can contact Kirusa at sales@kirusa.com.

“It is estimated that a Billion International travels happen each year! The connectivity expectations of this unique, yet large segment has not been sufficiently addressed through available roaming plans of network. With ReachMe, I believe Kirusa is at the cusp of disrupting this industry,” said Subrata Mitra, Partner, Accel

About Kirusa

Kirusa is a global leader in providing communication solutions over data networks for consumers and enterprises. Kirusa's solutions include **ReachMe**, a voice-over-data solution to help users receive their GSM calls over data in a mobile app, while helping carriers leverage the power of data to enrich the calling experience of their subscribers; **InstaVoice®**, a unique call completion solution for users that bundles voicemail, missed calls, availability, and ring, and helps mobile carriers monetize missed calls in their networks; **Kirusa Konnect™**, a Communication Platform as a Service (CPaaS) for enterprises that helps bolster brand-customer engagement over mobile channels; and **InstaVoice Channels™**, that offer users access to live voice blogs from their favorite celebrities, sports clubs, news portals and other streams. Kirusa solutions are deployed in 44 countries, with 50 mobile carrier partnerships in Africa, Asia, and LatAm. Kirusa solutions are built on its patented technology and highly reliable, scalable multimodal & cloud platforms, which manage over 2.5 billion calls and 100 million active mobile users across the globe, every month. Headquartered in New Jersey and led by an experienced team of wireless telecom executives and technologists, Kirusa has offices in four continents. For more information, visit: www.kirusa.com

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