

Vodafone Spain launches “Voice2Social” - a voice-based social messaging service developed by Almira Labs

Almira Labs’ new mobile service “Voice2Social” allows publishing voice messages in Social Networks

First of Its Kind in Spain – Publish Status updates in your own voice in Facebook and Twitter with any kind of phone device and without the need of internet connection

Madrid, SPAIN —September 12, 2011— Almira Labs, specialist in developing voice-based mobile services for every kind of phone device, announced today its new service “Voice2Social”. Rolling out this September and exclusively distributed by Vodafone Spain, this service will be the first of its kind which offers a radical new way of publishing status updates in Facebook and Twitter with your own voice. From now on access your social network no matter where you with any kind of phone device and no need of an Internet access. By making a simple phone call to a landline number your voice message will be published within seconds to your profile.

Social networks are great platforms for keeping in touch with all our contacts and to convey a feeling of proximity even though we might be at separate locations. But nevertheless there are plenty of situations in which we want to share our special moments with our friends and family but can’t because right in these moments we are away from any computer or internet connection, don’t possess a smartphone or simply having a lack of time to connect us online at this moment. Besides though text messages can transmit the basic facts of where we are or what we are doing, but without our real voice non-verbal information about our mood or the atmosphere keeps missing in these messages.

First mobile service in Spain to access Social Networks only by voice available for every phone device

By taking advantage of the possibilities mobile phones bring to our daily communications, Voice2Social can be used in virtually every handset in the market. You just need to sign up for a private account to www.vodafone.es/voice2social and activate you social network accesses for Voice2Social before starting to use this service. With a simple phone call to a local service number of Vodafone’s Voice2Social you can record a short voice message and it will be published immediately on your Facebook and Twitter profile. Watch a video in Almira Labs’ YouTube Channel to see how this service works: <http://youtu.be/wGZtiK8niSk> .

“Sharing real experiences with all of my friends gets an entire new understanding with Voice2Social”, explains Javier Martin, CEO of Almira Labs: “It’s a tremendous difference if you are only texting a message in your Facebook wall afterwards you spend a night on an awesome concert, or if you let all your contacts participate in real-time what a great time you have on there by hearing your exciting voice and the live music from the background.”

The main benefits from Almira Labs' Voice2Social are:

- The service features a nearly every kind of handset on the market.
- No program download or internet access needed to use Voice2Social.
- The voice message will be published as a mp3.-file in Facebook and Twitter and visualized over an implement music player, so it can be played, forwarded and downloaded as many times as wanted.
- Voice messages can be recorded in any language to address all your friends form over the world.
- An eased access to social networks for handicapped people only by a phone line and guiding voice menu.

Especially in the last named functionality in the former list, Vodafone's Social Media Department sees the unique advantage in Voice2Social by offering from now on also to particularly visual impaired an easy access to Facebook and Twitter.

To promote Voice2Social intensively, Vodafone launches this service for free in September accessible via a gratis service number 800 76 05 05 to all new subscribers, regardless from which operator they come. From October on Voice2Social will be exclusively accessible for Vodafone clients with a monthly subscription fee of 1,20€.

About Almira Labs

Almira Labs is a highly innovative telecom software company focused on providing custom-tailored wireline and wireless services for telecom operators, service providers and final clients. Almira Labs, founded in 2006, is an independent, privately held company headquartered in Madrid, Spain. We follow a unique device-independent approach focusing on simple and useful services for everyone, regardless of their technological ability or expenditure level.

For more information get in contact with us

E-mail: marketing@almiralabs.com

Web: www.almiralabs.com

Phone: +34 / 91 184 59 04

Fax: +34 / 91 351 18 58