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## Kirusa Launches International Voice SMS Initiative

Kirusa, one of the leading developers of value added mobile services, has launched its International Voice SMS initiative. This Voice SMS initiative allows Kirusa to offer the seamless, integrated International Voice SMS experience to their mobile subscribers, enabling them to send Voice SMS messages to anyone around the globe; even in the countries where mobile operators have not yet launched the Voice SMS service. Further, the company is offering a free trial of International Voice SMS to all attendees at 3GSM.

Inderpal Singh Mumick, Founder and CEO, Kirusa said, "Kirusa has always been at the forefront of introducing pioneering technologies that provide new ways for people to communicate, and bind the industry together. We envision that eventually Voice SMS will be as universal as Text SMS, and would require the development of a global interoperability standard." He further added, "While the adoption curve for Voice SMS as a service has been very dramatic, we expect this initiative would help the customers adopt it in a bigger way."

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