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## In the UAE

Khaleej Times Online >> News >> THE U.A.E

### Now, Etisalat mobile customers can record their voice clippings

By a staff reporter

16 December 2007

ABU DHABI — Mobile customers of Etisalat can now record their personal voice clippings of up to 30 seconds, instead of typing a text SMS, and send it to other Etisalat mobile users who will receive the SMS notification and the steps to follow to retrieve the voice message.

There are no handset specifications or settings required for this service. To send a message, simply dial \*(star) followed by the mobile number, for example dial \*0501234567, and press the call button; then record your message after the tone and disconnect or press any key to hear more options.

Each voice SMS sent is charged at 30fils, and is being introduced at a special rate of 18fils per message till December 31. Retrieval of the message for the first time is free of charge by calling 0 and the repeat and retrieval of old messages, by calling 1, will be charged at normal local mobile call charges. Etisalat customers will be able to store up to 20 voice messages.

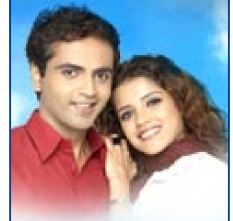
Essa Al Haddad, chief marketing officer of Etisalat said, "We are excited about the launch of this service which opens up a whole new way of communicating for our customers. Especially relevant at a time of celebrations such as Eid and the end-of-year holidays, the key benefit of this service is that since it is recorded in the sender's own voice, and there are no language restrictions like in text messages."

The first time, the sender will be asked to select Arabic or English menus. If the message exceeds 30 seconds, an automated response will present options to the caller. The voice message will then be automatically sent to the recipient, who can choose to listen, save, reply, or delete the voice SMS.

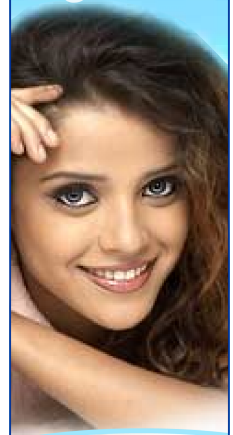
In the next phase, even Etisalat mobile customers roaming in other countries will be able to use this service.

Further information on Etisalat's Voice SMS service is available by calling 101 or on-line on [www.etisalat.ae/VSMS](http://www.etisalat.ae/VSMS).

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