

Make Yourself Heard with Etisalat's Voice SMS Press Release

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Exciting New Service Activated For All Customers

Abu Dhabi, 15 December 2007: **Etisalat**, the best telecom operator in the Middle East in 2007, has unveiled details on a fabulous new way of reaching out and greeting their loved ones, in time for Eid and the year-end celebrations. Mobile customers of **Etisalat** can now record their personal voice clips of up to 30 seconds instead of typing text SMS and send it to any 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 30 fils, and is being introduced at a special rate of 18 fils per message till 31st December 2007. 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 20 voice messages.

Essa Al Haddad, Chief Marketing Officer, **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 celebration 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, there are no language restrictions like in text messages. We are happy to enable the multicultural population of the UAE to reach out to their loved ones in this new and unique way."

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 of this service, 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 online on www.etisalat.ae/VSMS

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Press release issued by Corporate Communications Department - **Etisalat**

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Article originally published by [Press Release](#) 15-Dec-07