

Zong unveils voice SMS in Pakistan

Zong has launched an innovative messaging service on its mobile network in Pakistan.

Keh Do (Say It) allows subscribers to send a quick vocal message. This is said to benefit the sender by reducing the time and cost to relay a message. The receiver benefits by picking up the voice message at a convenient time, and by being able to reply to the message. All Zong's prepaid and postpaid subscribers can send use the new service to send messages to any mobile network across Pakistan.

Keh Do has been developed by US VAS specialist, Kirusa. For Zong's network deployment, it partnered with Karachi-based company Aradiom to deliver the

solution which incorporates Kirusa's *Voice SMS* application and multimodal platform along with the *NMS Vision VXML* media platform.

To send a voice SMS, users simply dial an asterisk followed by the recipient's phone number. They then record a short message and press send. The recipient will get an SMS notification and will be connected to the *Voice SMS* once he or she dials a predefined number in the notification.

Zong has also launched *International Voice SMS*, which allows its subscribers to send a voice message across the globe without having to worry about time zone differences or the high cost of

international voice calling. The recipient is able to retrieve the voice SMS with a local call.

Zong has high hopes for the new service. It says: "*Keh Do* will change the way people interact with each other. Moreover, *Voice SMS* conveys emotions better than plain written text."

The operator's subscribers can send a *Keh Do* message at a nominal price of PKR 1.5 (approximately USD 0.02). For *International Voice SMS*, messages are charged at PKR 3 (approximately USD 0.04) and retrievals are also charged at PKR 3 (approximately USD 0.04).



'Keh Do' lets users send voice messages to any mobile network