



Think!Voice™ *ShoutCast*

Think!Voice™ *ShoutCast* is a ring-back tone solution and an announcement service, which easily integrates with existing portals and content management systems.

Main Benefits

- Personalized ring-back tones
- Rapidly generated revenues with low-cost-entry
- Reduced risk and overall deployment investment with a state-of-the-art technology
- Entertained callers while on hold, and increased call completion rates
- Increased ARPU

Sing it back to me!

Think!Voice™ *ShoutCast* personalized ring-back tone and announcement service enables subscribers to replace standard ring-back tone (the sound a caller hears before the called party answers) with individually selected music, a personal message, or other audio clips of choice. Furthermore, **Think!Voice™ *ShoutCast*** also offers some advertising features and allows to target new business models for specific market segments.

Think!Voice™ *ShoutCast* contents are stored on the server side and delivered through in-memory caching to subscribers over the network in real time. High performance, scalability and network technology independency are some of the main characteristics of the solution which supports wireless, wireline and IMS networks.

Think!Voice™ *ShoutCast* solution is based on open standards and features a connector architecture, which allows seamless integration with existing content management, portals and provisioning systems.



Think!Video™ *ShoutCast* offers in-depth usage statistics, logging call and execution data, which is processed and presented in the form of valuable usage analytics.

Key Features

- Personalized ring-back tones for the Caller or a Group of callers, the Time of the Day, the Day of the Week or the Play List
- Easy integration with the existing content management, portal and provisioning systems
- Scalable & flexible architecture
- Entertaining and Engaging

About Marand

Marand is a customer-oriented company providing flexible, standard-based solutions for service providers worldwide, while establishing a global network of partnerships with the leading international system integrators and technical consultants, as well as providers of complimentary hardware and software products. Based on the success of its project teams, long term engineering agreements have been formed with several international companies. The software engineering and system integration capabilities of Marand are based on ISO 9000-3 standards. Marand is a corporate member of TeleManagement Forum (www.tmforum.org).



MARAND

Marand d.o.o.
Koprska ulica 100, SI-1000 Ljubljana, Slovenia
tel: +386 1 470 31 00, fax: +386 1 470 31 11
e-mail: think@marand.si
www.marand.com