

Ringless Voicemail Drops

Mobile Device Facts

There are 318 million people in the US and 328 million registered mobile phone numbers making America one of the highest number of cell phone users in the world.

90% of adults have a cell phone and 67% of cell owners find themselves checking their phone for messages, alerts or calls—even when they don't notice their phone ringing or vibrating!

The increase in the use of cell phones amongst Americans has resulted in the decrease of traditional communication methods, which has created a dilemma for many organizations. It has become more difficult to connect with people to gather and share information.

This poses a significant challenge to industries that need to connect to individuals, such as research departments, financial institutions, governments, schools, health care organizations, insurance agencies, just to name a few.

Catch 22

The current laws regulate who can call us directly on our cell phones, which is great. After all, who wants to hear their cell phone constantly ringing and being subject to expensive charges every time we answer!

Here's the Catch 22: if people are overwhelmingly using their cell phone to communicate and key industries are restricted from contacting cell phones, then how are consumers going to receive key information?

This is where cutting edge technology designed and pioneered is beginning to take shape and is revolutionizing how organizations reach their targeted audience.

Introducing *Ringless Voicemail Drops*, also known as Direct Voicemail Messaging. Imagine the ability to drop a voicemail message directly into a subscriber's voice mailbox without ever making a call or ringing their phone line.

The subscriber is never bothered or charged for a call.

Ringless Voicemail Drops are 100% legal and have been specifically designed to be a non-intrusive form of communication. This voicemail service has also been developed to be compliant with all federal laws and regulations.

Our Technology

Our proprietary M7.7RVM software creates a landline to landline session directly to the telephone company's voicemail server. There is never contact between the message provider and the subscriber. It is essentially computer to computer communication.

Our voicemail messaging allows an organization to legally contact an individual by dropping a voicemail directly into an individual's voicemail inbox, without making a call or ringing the person's phone line.

How Are Ringless Voicemail Drops Legal?

Ringless Voicemail Drops is legal based on a few major points:

- 1) The FCC has defined voicemail and voicemail services as an Enhanced Information Services and has chosen not to regulate these enhanced services (The Telecommunications Act of 1996).
- 2) Our direct voicemail messaging service creates a direct session to the telephone company's voicemail server.
- 3) We never directly call the recipient. Therefore, there is no direct contact and the subscriber is never charged for the call.

Telecommunication Legislation and Regulations

Cell phones are protected through federal and state telecommunications laws and regulations. For example, the TCPA, the National Do Not Call Registry, state-by-state robocall laws and a host of other regulations from the FTC and the FCC.

However, voicemail and voicemail services have been purposely excluded from these laws and regulations and have been left exempt from FTC and FCC laws and regulations.

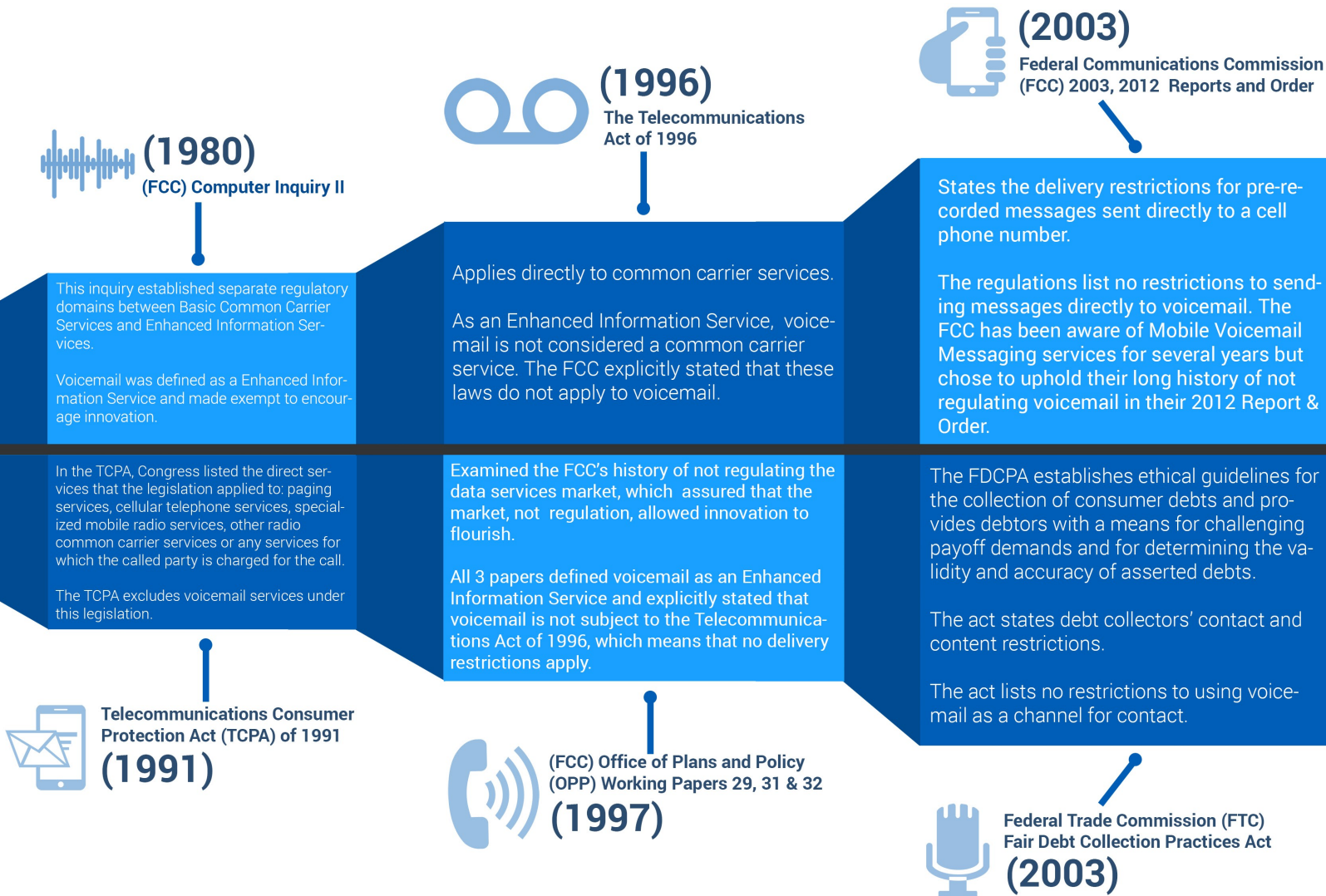
Voicemail Defined: Enhanced Information Services

In 1980, the FCC formed the Computer Inquiry II (CEII), which formed rules and regulations for the computer communications industry. CEII purposely defined the difference between Basic Information Services and Enhanced Information Services.

Basic services from common carriers are direct transmissions over traditional telco paths, such as direct phone calls. Enhanced information services use advanced and/or enhanced computer applications to transmit information. The definition for enhanced information services later included transmissions such as email, Voice over Internet Protocol (VoIP), voicemail and voicemail services.

This classification is very important since subsequent telecommunications laws and regulations applied to basic services, while exempting or excluded mentioning (or excluding mention) of enhanced information services.

Some History & Past Rulings



Six reasons why Ringless Voicemail Drops remain a compliant communications service.

- 1) No phone call is ever made directly to the subscriber.
- 2) Only a landline to landline session, a.k.a. system to voicemail server, is established to drop the message.
- 3) The subscriber is not billed for the call.
- 4) The phone does not ring and the network does not carry an active call.
- 5) The FCC defines voicemail services and enhanced information services.
- 6) The FCC has intentionally not regulated Enhanced Information Services.