



Newfound MediaMixer 1.4 (VoiceXML Edition)



Imagine your IVR, in Stereo

Newfound Communications, Inc., introduces the Newfound MediaMixer 1.4 (VoiceXML Edition) -- a software product that delivers a new class of interactive phone applications. Seamlessly overlay music, sound effects, audio icons and audio wallpapers to improve interaction with your IVR system.

- Control multiple channels of audio in concert with IVR applications.
- Deliver continuous audio across VoiceXML dialogs or through the entire call
- Utilize standards-based technology (VoiceXML, VoIP (SIP/RTP), XML RPC)
- Integrate effortlessly with VoiceXML (sub-dialog)
- Provide audio effects... fade in, adjust volume and fade out.
- Provide advanced audio message navigation... fast forward, rewind and pause.
- Upgrade with an easy and affordable improvement to your existing IVR

For Enterprise & Consumer IVR:

- *Branded Voice User Interface* – Leverage expensive audio branding from radio and television in an IVR like never before.
- *Creative Audio Playback* – Sound effects are smooth and seamless... bringing production-grade audio layers into your IVR.
- *Advanced Messaging* – callers can say “fast forward”, “rewind”, “pause”, “louder”, and “softer” while listening to a message.
- *Improved Call Routing* - re-route calls based on port capacity or VoiceXML server failures.

A NEW approach to IVR...

- Advance IVR design with MULTI-CHANNEL audio
- Deliver the most engaging customer service applications
- Build brand through VoiceXML
- Reduce operator “Zero Outs”
- Deploy advanced messaging solutions
- Easily integrate with VoiceXML & VoIP
- Improve call routing & IVR resource management

Customer Case Study

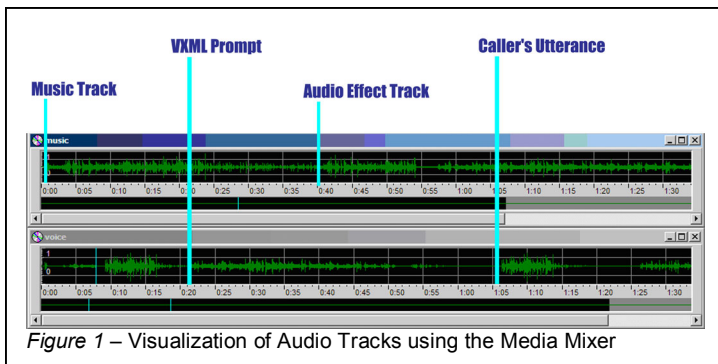
#YES

With a free phone call, radio listeners can identify, rate and download any song they have heard on major radio stations in the past 12 hours. Try it out! Simply call 888-YES-8888 (888-937-8888 US Only). The Newfound Media Mixer streams songs from radio station playlists and provides the audio backdrop for each call's music and sounds effects.

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A New Channel for IVR – Features:

Add a second audio channel via the MediaMixer. With the MediaMixer, a new phone call (VoIP) routes to an IVR through MediaMixer. Each call establishes a connection between caller, MediaMixer and the IVR /VoiceXML gateway. When the IVR retrieves the VoiceXML application to drive the dialog, it can initiate playback of a music track by firing XML RPC events to the MediaMixer. The Media Mixer efficiently delivers a second channel of audio as seen in Figure 1. MediaMixer effects are independent of the VoiceXML platform; overlaid upon VoiceXML prompts & dialogs, slow data queries, long processing times and caller utterances.



VoiceXML Dialog-driven Audio Events (Play, Pause, Stop, Change Volume, Status). VoiceXML 2.0 applications use simple <subdialog> tags to initiate events to the MediaMixer. For example, when the MediaMixer receives a “play” event from the VoiceXML application, the MediaMixer retrieves the audio file and plays it by mixing audio into the caller’s RTP audio stream. In addition, this new audio stream can be altered with an instant change of volume, a gradual fade-in or fade-out, pause playback or stop playback.

Call Control. The Newfound MediaMixer provides an affordable layer of redundancy and a better way to manage IVR resources. The MediaMixer can redirect calls to another hosting facility or play a recorded prompt if port capacity is exceeded or the VoiceXML platform is unavailable.

About Newfound Communications, Inc.



15 Union St., Suite 409
Lawrence, MA 01840
86- NEWFOUND
(866) 393-6863
www.newfoundcomm.net

Newfound Communications Inc. offers technology, tools and expertise to fuel the speech recognition revolution. By working with Newfound, companies and developers bypass the largest impediments to creating reliable and successful IVR applications. Newfound is the leading source for the most innovative speech solutions utilizing VoiceXML and VoIP. With the MediaMixer [VoiceXML Edition], IP Call Recorder and VXML Dialer products, automated customer service has never been easier!

• Technical Specifications:

- SIP (RFC 3261) compatible
- RTP (RFC1889, 1890) - G.711 ulaw CODEC
- DTMF pass-through (In-band and RFC 2833)
- G.711 ulaw/alaw, WAV audio playback
- WMA audio streaming support
- VoiceXML sub-dialog events
- VoiceXML transfer support - bridge/blind/consultation <transfer> support
- Sample Reference VoiceXML applications
- MediaMixer Commands (via XML RPC Events):
 - Play audio
 - Play audio with Delay/Wait
 - Play audio with Offset (play 0 to N milliseconds into the audio track)
 - Fast Forward/Rewind
 - Change Volume (+/- 0 to 100 %)
 - Fade In/Fade Out
 - Pause/Resume
 - Stop
 - Status
 - Download
 - Record (works with the Newfound IP Call Recorder)
- IVR call load balancing
 - Port capacity messaging
 - VoiceXML gateway busy signal messaging
 - Busy and port capacity call routing

System Requirements

- Windows 2003 or Windows 2000 Server
- Intel based server (Xeon 3.0 GHz +)
- SIP-based VoIP Gateway or VoIP provider
- Tomcat 5.0.28 or JSP-based Application Container