



## Yap Wins Top Honours for Innovation at 2009 VMA Conference

London – 26 October 2009 – Yap, an American company specializing in natural and unconstrained speech recognition, has been selected by the VMA Board and its members as the winner of the 2009 Innovation Award. The VMA, Europe's largest non-commercial organization for the telecommunications industry, held its 22<sup>nd</sup> anniversary meeting in Zurich last week. The awards ceremony marked the closing of the annual VMA gathering of worldwide telecommunications operators, hosted this year by Swisscom.

“Innovation underpins the evolution of the telecommunications industry,” says VMA Chairman Klaus Dieter Liedtke. “Particularly important is the ability to unify disparate platforms with a universal constant, the input of the human voice. Through their automated speech-to-text conversions, Yap upgrades existing voicemail systems into real-time communications tools sitting on edge devices, much like email and instant messaging.”

By incorporating fully automated transcriptions rather than human-assisted voice-to-text, Yap's service can quickly scale for the largest of operators and features, for the first time, accuracy rivaling human output. Service providers can now drive higher revenues from existing messaging and voicemail infrastructure investments.

“The VMA has a rich history of honouring telecommunications visionaries for more than two decades” says Yap CEO, Igor Jablovkov. “Their Innovation Award validates our work on the world stage and we deeply appreciate this accolade.”

Earlier in the month, Yap launched commercial voicemail-to-text service with U.S. carrier, Cincinnati Bell.

### About The VMA

Since 1987 VMA has brought together delegates from the voice enhanced services business, including voicemail and voice processing industries. Representatives are worldwide operators, service providers, customers, industry specialists and consultants. Our mission is to maintain intelligence and promote innovation and initiatives around voice enhanced services to the benefits of the various stakeholders of this industry. More information about the VMA and its various activities can be found on the VMA website ([www.TheVMA.com](http://www.TheVMA.com)).

### About Yap

Founded in 2006, Yap pioneered the world's first fully automated speech-to-text platform for service providers. The Company's award-winning voice recognition technologies provide a solid foundation for their customers' innovative analytics, messaging, search and voicemail applications. Yap's 100 percent machine-powered conversion system is a cost-effective solution that is fast, consistent, scalable and secure. The Company is headquartered in Charlotte and is financed by SunBridge Partners and Harbert Venture Partners. For more information, please visit [www.yapme.com](http://www.yapme.com).

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