



A brief introduction of the association

Our mission: To offer a neutral platform to promote and harmonise the enhanced voice services among telecommunication stakeholders by achieving a better understanding of the technology, the markets, the applications and the services

Who are we ?

Since our creation in 1987, the VMA has brought together delegates from the voice enhanced services business, including voice mail and voice processing industries. Representatives are worldwide operators, service providers, customers, industry specialists and consultants. Executives representing wire-line and wire-less operators, vendors and industry consultants from Europe, the Americas and from the Near- and Far-East countries attend our invitation-only events. The VMA meetings aim to provide members and invitees a unique opportunity to hear about trends and new services, exchange ideas with other industry participants and enhance their company's network and business potential. VMA is a non-profit association.

The aim of the association is to

- promote and harmonise the enhanced voice services among telecommunication partners,
- improve and strengthen contacts between members and involved organisations,
- achieve a better understanding of the technology, the markets, the applications and services, enable the exchange of information between service providers, the industry and other organisations.

The Association is a non-profit organisation. Membership fees and/or participation fees raised at meetings cover the expenses for the cost to run the conferences, to invite guest speakers and to pay for studies and initiatives that are of interest for members of the Association.

Key milestones

1987 VMA is founded in Geneva,

1992 First Voice Mail Information Week Tour in the U.S

1999 Developing ITU approved standards and recommendations for global networks (GVMS)

2000 Change of management, Klaus-Dieter Liedtke becomes the Chairman and Bertrand Gatellier is appointed President

2000 The scope of the Association is extended to cover all enhanced voice services (voice mail and messaging, IVR, speech recognition, speech authentication, personalisation, etc.)

2001 Structured Board of Directors set up to represent our Members

2003 Largest ever success of our conference hosted by Telefonica Móviles in Granada, Spain, with over 120 participants

Dear Mr Liedtke,

I would like to thank you for the VMA conference in Granada. It is the first time I attend the conference and I have already decided to join you next year as the quality of the participants, of the presentations and the interactions were excellent.

It is also encouraging for me to see that enhanced voice services and the usage of speech recognition is a key topic for most of the speakers, whether mobile operators or solution providers.

Again, many thanks for the VMA conference.

Best regards,

Laurent Balaine

Chairman and CEO, Telisma

Testimonials

"One of the most informative conference on Voice Enhanced Services I have ever had the fortune to attend.

Real user testimonial results data was very useful. Keep putting customers up on stage. I would really recommend this event."

Michaela Stuhmann, Vodafone