



V M A
International Association
for Enhanced Voice
Services (IVR, VM & UM)

COMMEMORATIVE BROCHURE

Devoted to

- highlight the Association's 25th conference and
- present the Association's outlook and visions,
- review and give a summary of fourteen years of Informative Conferences in Voice Enhanced Services.

Presented at the 25th meeting to be held on the 16 to 18 October, 2000,
Hosted by T-Mobil in Hannover, Germany.

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Paul F. Finnigan, VMA President Emeritus
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Presented at Hannover, 16 October 2000

International Association for Enhanced Voice Services

This 'Commemorative Brochure' is devoted to highlight the Association's 25th conference and to lift the curtain to give some historical background information covering the past 20 years of the 'Voice Messaging' and 'Voice Enhanced Services' Technology.

The Executive committee wants to inform all participants of this autumn meeting, all association members and interested parties of some of the main facts and activities, which are the basis for the continued success of our members union.

This brochure will cover the following items:

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Purpose and Rules of the 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 organizations,
- 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 organization.

The association is a non-profit organization, membership fees and/or participation fees raised at meetings cover the expenses for the cost to run the conference, to invite guest speakers, to pay for studies which are of interest for members of the Association.

* This is an abstract of the P&R, the full text is available on request

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Today's activities - the Hannover conference

The actual conference agenda is the outcome of manifold discussions between the board members, taking into account new developments, changes in the market, user reactions and needs and, of course, the important feedback from conference participants.

In general, the conference structure offers a variety of subjects to cover topics such as new service challenges, wireline, wireless and IP applications, influence of new technologies, reports from Service Providers and the Industry, Customer reports.

The Hannover conference includes a wide field of themes in five different sessions. In addition the three working groups, commercial, technical and educational, continue to develop their programs.

Participants will get once more the opportunity to network with key decision-makers from the telecommunications industry. They will receive up-to-date information on Voice Enhanced Services and hear a wide range of differing views and perspectives from leading-edge users about their experiences with the latest technologies. This event will also provide ample opportunity to network with delegates and speakers, including:

- Technical and Marketing Professionals,
- Service Operators,
- Product Managers for Enhanced Voice Services.

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Vision, scope and aims

VMA has accomplished 24 conferences during the past 14 years of its existence, meetings which were considered to be successful and of high interest to the participants.

However, the industry experiences in the past few years a monumental paradigm shift.

Therefore, the board members of the association have reviewed in a special meeting earlier this year the 'raison d'être' for our Association. To give readers of this brochure some background information and some historical facts and data, we will debate in section 4 of this brochure the reasons for founding 'the Association'.

The results of the brainstorming of the board members indicated clearly that there is a high desirability to continue the Associations work.

The vision:

There is a continuing need for an organization or association to promote and harmonise the enhanced voice services among telecommunications partners and the industry, improve and strengthen contacts between members and involved organizations' according to the Purpose and Rules of the Association.

VMA is in a unique position to have worldwide service operators, industry participants and users having the status of holders of the membership, forming an independent and non-profit oriented association.

VMA is now well-known in this industry and still keeps a size of the participants which gives a 'touch of a big group of friends' - participation is based on personal invitation only.

The scope:

To continue VMA's attitude being positioned to help its members meet the challenges of building a new generation of Voice Enhanced Service Architectures that cost effectively integrate Voice, UM, Voice Portal Voice Messaging and IVR services within the evolving infrastructures.

To continue to offering an arena to present innovative solutions, to provide information for making informed decisions and to give the opportunity to network in a fruitful environment with a highly focused targeted audience.

The aims and decisions:

Chairman René A. Beusch and President Paul F. Finnigan took the decision to give room to a new management and board, having been in charge for guiding VMA over a period of 24 meetings. This change has been well prepared during the last year, so that now the new Chairman Klaus-Dieter Liedtke and his new board team are responsible for the continuation of VMA.

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Klaus-Dieter Liedtke took action to mark the change in management with a new VMA Logo, keeping VMA as the brand name of the Association, which is now described as „International Association for Enhanced Voice Services“.

At the same time, new rules for the composition of board members has been adopted. Initially, the executive committee had been guided by service operators only. The reason has been for the initial period to remain independent from eventual industrial competition and dominance. The experience over the past years has demonstrated that there has never been any of such problems.

Under the new chairmanship the co-participation of service operators and industry participants as board members has now been institutionalized. It is assumed that this change will be very important to meet the challenges of the next years in this important and evolving marketplace.

4 Summary of the association's history and achievements

The History:

In 1980, the first computer based, voice-store-and-forward technology permitting voice messaging and voice information applications was introduced. First introduced in the United States by Voicemail International (VMI) as a 'Bureau Service', the new applications replaced 'Telephone Answering Machines', giving a much wider scope of flexibility, higher voice quality and almost unlimited storage capacity. The new services permitted simultaneous use by large number of persons, for information distribution or collection and for numerous new applications in the field of voice communication.

Radio-Suisse Ltd., an internationally operating record carrier located in Berne, Switzerland, was the first organization outside the U.S. to operate a voice-store-and-forward platform and to provide voice services over the telephone network. Public service in Switzerland started in early 1983 utilizing the VMI platform. At a 1985 meeting in Berne, a landmark was achieved when the first global voice mail service was demonstrated. A messages recorded on a VM platform in Berne, Switzerland was delivered to a

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user of the VM platform in the Santa Clara, California. A reply was then sent to a user of the VM platform in Berne.

During the ensuing period, an intensive exchange of information started between responsible technical and marketing managers of other European PTT's, namely Deutsche Bundespost in Germany (now T-Mobile), British Telecom, Italcable/Teleo from Italy, France Telecom and Voicemail Scandinavia, Sweden. All organizations were using the same platforms from VMI. After several meetings, this regular gathering was named „the Club of Berne“.

In 1987, with more European operators joining in, the requirement arose to form a formal industry organization. René Beusch (VP at Radio-Suisse Ltd., by then Swiss Telecom) and Paul Finnigan (CEO of Voicemail International, Santa Clara, CA) formally established a member association headquartered in Geneva named the Voice Mail Association (VMA).

At a subsequent meeting in Sevilla, Spain, in 1989, VMA membership was extended to service providers who were using equipment other than VMI so the transition to an industry wide association open to all service operators and industry representatives was fulfilled. It was at this time that service providers from USA and Japan became members of the Association.

During the following years two meetings were held each year, hosted by European service providers. The information spread within its members coupled with the high level of communication fomented the Voice Mail scene between service providers and suppliers within Europe and the US, with the noteworthy support by the media and consulting organizations.

The first „Voice Mail Information Week Tour in the U.S.“ took place in October, 1992. VMA members took the opportunity to meet major U.S. service providers and to explore and discuss opportunities and experiences of the U.S. and European voice processing markets. Thirty European operators who toured Washington DC, Portland, Oregon and San Francisco, California gained valuable information regarding the evolution of the voice mail market at that time presented by our U.S. hosts Bell Atlantic, Envoy Global, Inc., Pacific Bell, Sprint International.

Fifteen years after the first demonstration in Berne, a global voice mail service was again demonstrated in Switzerland at Telecom 99 through the cooperation of seven voice mail vendors working under sponsorship of the VMA. At last, the possibility of a global voice mail service connecting public and private voice mail services has become a reality.

Achievements during the recent years:

- Providing standards and a glossary of terms,
- Defining and publishing a set of basic service features,
- Developing ITU approved standards and recommendations for global networks (GVMS),
- Conducting Marketing and Sales Seminars,
- Forming working groups to discuss commercial, technical and educational issues,
- Initiative to create a Global Voice Mail Service.

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Milestones of technology, services and markets

Voice mail services achieved 1980 - 1985

1980

Messaging Service, e.g. subscriber to subscriber

1981

Call Answering Services, e.g. non-subscriber to subscriber

1982

Voicemail Paging Services, e.g. page alert upon message arrival

1983

Information Services (IVR), e.g. caller selects pre-recorded information

1984

Transaction Services, e.g. caller selects products and services, provides name, address and credit card

1985

PBX integration, e.g. caller encounters busy or no-answer automatically transferred to VM.

Global Services
achieved
1980 - 1985

Voice mail industry:

Call Answering and Messaging.

Movie industry:

Actor and Extra filming assignments.

Television industry:

Scheduling of sporting events.

Airline industry:

Crew assignment and reserve call up.

Flight Information and Reservations.

Florist Industry:

'Talking Bouquet' delivers personal voice greeting.

Advertising industry:

Order taking for products and subscription services.

International Olympics:

Team and Event Schedules.

Financial markets:

Stock Quotes and Financial news.

Remembering the vocabulary

Audiotex	→	Voicemail
Call answering	→	Auto Attendant
Messaging	→	Send, play, skip, save and erase
Forward	→	Broadcast
Digitized voice	→	Big Talker
DID and DDI	→	Tel-Answer

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List of Venues and Hosts

1987	Geneva	Setting up of the Voice Mail Association
1988	Roma	Host: Italcable
	Geneva	Host: Swiss Telecom
1989	Sevilla	Host: Telefonica
	Geneva	Host: Swisscom
1990	Brussels	Host: Régie des PTT Belge
	Roma	Host: Teleo / Italcable
1991	London	Host: British Telecom
1992	Andorra	Host: STA
	U.S. Information Tour	Host: Bell Atlantic, Envoy Global, Pacific Bell
1993	Juan-les-Pins, France	Host: France Telecom
	London	Host: British Telecom
1994	Kopenhagen	Host: Fyns Telefon
	Rom	Host: Saritel
1995	Berlin	Host: German Telecom
	Montreux	Host: Swiss Telecom
1996	Dublin	Host: Telecom Eireann
	Amsterdam	Host: PTT Telecom

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1997	Budapest	Host: Pannon GSM
	Brussels	Host: Belgacom Mobile
1998	Lissabon	Host: Telecel Mobile
	Athens	Host: Cosmote
1999	Helsinki	Host: Sonera
	Montreux	Host: Swisscom
2000	Vienna	Host: max.mobil
	Hannover	Host: T-Mobil
2001		

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Board Members 2000

Steering & Executive Commitee

Chairman	Klaus Dieter Liedtke DeTeMobil Germany
President	Bertrand Gatellier Lucent Technologies United Kingdom
Treasurer	Malcolm Glasgow British Telecom United Kingdom

Honorary Board

Chairman Emeritus	René Beusch Switzerland
President Emeritus	Paul Finnigan Finnigan USA CA USA

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Board of
Directors

President	Bertrand Gatellier Lucent Technologies United Kingdom
Operators	Michal Fanti Telekomunikacja Polska S.A: Poland
Operators	Anita Laaksonen Oy Radiolinja AB Finland
Operators	Klaus Dieter Liedtke DeTeMobil Germany
Operators	Henk Loman KPN Telecom Netherlands
Operators	Douglas J. Ranalli NetNumber.com, Inc. USA
Vendors	Franz Gerdesic Satelco AG Switzerland
Vendors	Thomas Krippgans TEMIC Telefunken microelectronic GmbH Germany
Vendors	Mark McIlvane Clarent Corporation USA
Vendors	Laszlo Meszaros VTG USA

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Board of Associated Organizations	Vendors	Renaud Munier Speech Design GmbH Germany
	Vendors	Andreas Schaub Unisys Germany
	TMIA	Bill Ehlinger CES Computer Solutions, Inc. USA
	ECTF	Werner Kammerer Siemens Germany
Working Groups	Commercial	Bertrand Gatellier Lucent Technologies United Kingdom
	Technical	David P. Peek NetNumber USA
	Education	Thomas Krippgans TEMIC Telefunken microelectronic GmbH Germany

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Office

Secretary

Regina Bode
DeTeMobil
Germany

Executive Assistent

Dr. Guntbert Markefka
DeTeMobil
Germany

Members of the Association

STA Servei de Telecomunicacions	Andorra
Tyssa	Argentina
Australia Telecom	Australia
Telstra Corp. Ltd.	Australia
VoiceTel Worldwide	Australia
Belgacom	Belgium
Belgacom Mobile	Belgium
Dialogic Corporation	Belgium
Lernout & Hauspie Speechproducts	Belgium
Bell Cellular, Inc.	Canada
Bell Mobility	Canada
Bell-Northern Research Ltd.	Canada
MicroCell 1-2-1- Inc.	Canada
Tele Danmark - Fyns Telefon	Denmark
Tele Danmark Servicetelefonen	Denmark
Radiolinja OY	Finland
Tecnomen OY	Finland
Telecom Finland	Finland
Alcatel TITN - Answare	France
aTOP France	France
Digital Equipment France	France
Ferma S.A.	France
France Telecom	France
France Telecom - CNET	France
France Telecom - FCR	France
France Telecom Mobile	France

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Innovintel	France
Nuance	France
TDF Radio Services	France
Tomocom Marketing Consultant	France
Comverse Technology GmbH	Germany
DASA - Daimler Benz Aerospace	Germany
Deutsche Telekom, T-Mobil	Germany
Deutsche Telekom, T-Nova	Germany
Digitronic GmbH	Germany
E-Plus Mobilfunk GmbH	Germany
Eurescom	Germany
German Telekom Mobilnet	Germany
InterVoice-Brite	Germany
Microsoft GmbH	Germany
Motorola GmbH	Germany
RWE Telealliance AG	Germany
Siemens AG	Germany
Sony Deutschland GmbH	Germany
Speech Design GmbH	Germany
Tecnomen GmbH	Germany
Unisys	Germany
Panafon SA	Greece
Guernsey Telecoms	Guernsey
Pannon GSM Telecommunication	Hungary
ATS Broadcast Information Services	Ireland
Telecom Ireland	Ireland

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Efrat Future Technology Ltd.	Israel
Telemesser Ltd.	Israel
Saritel S.p.A.	Italy
Nippon Telegraph and Teleph. Co.	Japan
Voice Mail Japan, Inc.	Japan
European Information Ind. Assoc.	Luxembourg
Telefonos de Mexico S.A.	Mexico
TelNor-Telefonos de Noroeste	Mexico
Esprit Telecom Benelux	Netherlands
Glenayre Electronics Europe BV	Netherlands
PTT Telecom BV	Netherlands
Norwegian Telecom Mobile	Norway
CPRM Marconi	Portugal
ISG Corporate Business (Pty) Ltd.	South Africa
TeleMessage	South Africa
Telkom SA Limited	South Africa
Airtel Movil S.A.	Spain
Telefonica Servicios	Spain
Ericsson Radio Systems AB	Sweden
Telia Mobitel AB	Sweden
Telia Telecom Services	Sweden
Telia TeleRespons AB	Sweden
Satelco AG	Switzerland
Swiss Telecom	Switzerland
Swisscom	Switzerland
Swisscom Mobile	Switzerland

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TEC GmbH	Switzerland
Telebusiness AG	Switzerland
Telecomsys	Switzerland
Advanstar Communications	U.K.
Applied Voice Limited	U.K.
BT Mobile Communicatios	U.K.
BT Network Application Services	U.K.
BT Payphone	U.K.
BT Research Laboratories	U.K.
BT Voice Messaging	U.K.
Bull Information Systems Ltd.	U.K.
Cable London PLC	U.K.
Cellnet	U.K.
Connect Voice Messaging	U.K.
Glenayre Electronics, Inc.	U.K.
Lucent Technologies	U.K.
Mercury One 2 One	U.K.
Nortel Europe	U.K.
Octel Communications Limited	U.K.
Paravox Ltd.	U.K.
Satin Information Services Ltd.	U.K.
Schema	U.K.
TeleWare Ltd.	U.K.
TPS Call Sciences	U.K.
Unisys	U.K.
Vocalis Ltd.	U.K.

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Vocalis Ltd.	U.K.
Voice + European Magazine	U.K.
Voicemail MS Interactive Media Svc	U.K.
Dialogic, an Intel Company	U.S.A.
Access Line	U.S.A.
Applicom	U.S.A.
AT&T / Lucent Technologies	U.S.A.
Atlas Telecom	U.S.A.
Audiotex Directory	U.S.A.
Bell Atlantic Network Services	U.S.A.
Boeing Computer Services	U.S.A.
Boston Technology	U.S.A.
Brite	U.S.A.
Centigram Comm. Corporation	U.S.A.
CES Computer Solutions, Inc.	U.S.A.
Comverse Technology, Inc.	U.S.A.
ConferTech International, Inc.	U.S.A.
Digital Sound Corporation	U.S.A.
Eastman Kodak Co.	U.S.A.
Envoy Global, Inc.	U.S.A.
Ericsson Messaging Systems, Inc.	U.S.A.
Fax International	U.S.A.
Finnigan USA	U.S.A.
Glenayre Electronics, Inc.	U.S.A.
GTE Laboratories	U.S.A.
Harris Corporation	U.S.A.

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InterVoice	U.S.A.
Magellan Communications, Inc.	U.S.A.
Moscom Corporation	U.S.A.
NetNumber	U.S.A.
Nextlink Interactive, L.L.C.	U.S.A.
Northern Telecom	U.S.A.
Notify Corporation	U.S.A.
Nynex	U.S.A.
Octel Network Services	U.S.A.
Oregon Graduate Institute /Science	U.S.A.
Pacific Bell Information Services	U.S.A.
Pocket Communications	U.S.A.
Probe Research, Inc.	U.S.A.
Rolm	U.S.A.
Spectrum Ericsson	U.S.A.
Tandem Computers	U.S.A.
TeleFinity	U.S.A.
The Daretel Group, Inc.	U.S.A.
Unisys Corporation	U.S.A.
US West Advanced Technologies	U.S.A.
Vanguard Communications Corp.	U.S.A.
Voice Cue Communications	U.S.A.
Voice Processing Corporation	U.S.A.
Voice Technologies Group, Inc.	U.S.A.
Voice-Tel Enterprises	U.S.A.
World Voice Inc.	U.S.A.