



press release  
DEMO, Palm Springs, 28 February 2011

## Orange Vallée Launches 'ON VoiceFeed' App on the App Store

- New app brings easy-to-use voice and messaging tools to iPhone users

Orange Vallée, an innovation and development centre for Orange Group, today announced at DEMO 2011 that its ON VoiceFeed App is now available on the App Store for iPhone. The app is a new service specifically developed for iPhone that enhances exchanges with family, friends, colleagues and any contact within the phone by creating customized groups and personalized greetings. The app also delivers unique features for converting text to voice messages.

### Communications Modified According to Contacts and Groups

Using the ON VoiceFeed App, ON users can create personalized voicemail greetings by groups of contacts. For example, a user can inform his work colleagues, via one personalized greeting, that he is stuck in a meeting, and at the same time send a different greeting to his wife that he misses her and will be home late.

### Record an Absent Message in just a few clicks

The ON VoiceFeed App can easily be adapted to the needs of each user. If a user is, for example, delayed in a meeting, and needs to record an "away" message on his voicemail system, he can type the message on his iPhone and the text is converted into a voice message.

### ON VoiceFeed combines all the advantages of enhanced visual voicemail

ON VoiceFeed makes all the functions of visual voicemail available to iPhone owners. Thanks to an intuitive interface, ON VoiceFeed enables, at a glance, the visual consultation of all voice messages received and to select which is most important to listen to, no matter when they are received. You can also see the Facebook or Twitter status of anyone who left you a message.

Jean-Louis Constanza, CEO of Orange Vallée commented, "the ON VoiceFeed App revolutionizes the functionality of voicemail and messaging, providing simplified, optimized and enhanced communications solutions for those who want to better organize and communicate with their contacts."

The ON VoiceFeed App is available for free from the App Store on iPhone or at [www.itunes.com/appstore](http://www.itunes.com/appstore).

-ENDS-

### On VoiceFeed, an innovation by Orange Vallée

With On, Orange Vallée has confirmed its role as a "catalyst for ideas" within the Orange Group. This centre for innovation and development, created in 2008, works on identifying new technological uses and needs. It develops innovative services that are available to all users, whatever their mobile phone operator or internet service provider. Orange Vallée, which initiates its projects based on a start-up approach, is also responsible for releasing and marketing its products and services in the different Orange countries.

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