

## ON Voicemail Takes Visual Voicemail To Next Level with New Voice-to-Text Feature

**Name:** iPhone app [ON Voicemail](#)

**Quick Pitch:** You wouldn't greet your partner in person the same way that you greet your boss - so why treat everybody the same when it comes to your voicemail?

**Key features:**

- **Record different personal messages** that will play to different contacts should they call and you're unavailable
- **Create groups for contacts** and assign different greetings
- **NEW voice-to-text service** - too busy to listen to your voicemail? ON will convert to text for you to read
- **Use name, status or location VoiceTags** to easily greet your contacts with their name, your latest updates from Facebook and Twitter and now even your location! .
- **Fully integrated with Twitter and Facebook** so you can see updates and messages from contacts and even where they are.

[Orange Vallée](#), a research and development arm of the Orange Group doesn't think that you should greet everyone the same, so with the latest version of their iPhone app [ON Voicemail](#), it's all about getting extra personal with the people that contact you.

The app allows you to record personal messages that will play to your contacts should they call and you're unavailable. Let them know you've just popped into a meeting, having drinks with friends or that you're romancing the other half - with ON Voicemail, each contact is greeted differently just the way it should be. You can then create different groups according to how you interact with colleagues, friends or family and assign a greeting to each.

And with its latest new feature, ON Voicemail has fast become the perfect app for people on the move - if you receive a voicemail but you're too busy to listen to it, ON Voicemail's new voice-to-text transcription function will convert your message so you can read it. Premium users can even have each message emailed to them as an MP3 or text if they have activated the transcription functionality. This joins the app's current text-to-speech service that creates a personalised greeting for you from within the app if you're unable to record a message. But it doesn't stop there - the app will now tell you exactly how long each voicemail you receive is so you can decide if you have time to listen. Time is precious after all.

Even when you can't create your own greetings, ON Voicemail makes sure you can offer your contacts a personal greeting. VoiceTags are used when inputting the message you want to turn into a voicemail greeting. In addition to both Status and Name VoiceTags that insert your latest tweet, Facebook status, your contact name or surname into your personal greeting, Localisation VoiceTags have also been added. You can now add your location to greetings by adding *&address*, *&city* or *&country* so you can let your contacts know exactly where you are.

And because ON Voicemail is a cloud-based all of your messages are always accessible from the iPhone app or from any web-connected device.

The app is fully integrated with Facebook and Twitter so as well as viewing the voicemail messages you receive from your contacts, you'll also be able to see their latest tweets or status updates, the direct messages from both platforms and their location with no need to flick between apps on your iPhone.

A free version of ON Voicefeed with a limit of three personal greetings, one generic greeting, one month's worth of message storage and simple email voicemail alerts is available to download from the [App Store](#) and works on most UK/US networks. For unlimited personal greetings, there is an unlimited storage period and to receive email alerts with the voicemails attached users can purchase the premium option in-app for just £6.99/\$9.99 per year.

To see a short video of ON Voicefeed in action, take a look [here](#)

Additional new features of ON Voicefeed 1.7 include:

#### Free voice-to-text transcription

As well as being able to read the voicemails you may have missed or if you're too busy to listen, premium users can now have their translated messages delivered to them via email. They can then choose to listen, delete or share.

#### Location, location, location

Three new Localisation VoiceTags - *&address*, *&city* and *&country* - which are added to users' location for their greeting messages so your contacts know exactly where you are.

#### Let's get social

Take a look at the status updates, tweets, direct messages and locations of your contacts.

#### Be prepared

ON Voicefeed is fully compatible with retina display and Bluetooth audio

#### App is fully ready for iOS 5

ON Voicefeed is fully compatible with iOS 5

#### Time is of the essence

App will show you exactly how long each voicemail you receive is so you can decide if you have enough time to listen.

"Bringing voice-to-text capabilities to the app is the next step in making ON Voicefeed a global communication tool", said Giles Corbett, CEO of ON at Orange Vallée. "This new version has every base covered when it comes to making sure each of your contacts has a greeting tailored to them. When it comes to getting personal, ON Voicefeed is pushing the boundaries. Stay tuned for a whole lot more to come very soon."

The ON Voicefeed App is available as a free download from the App Store on iPhone or at <http://i-i.bo/ONVoicefeed-UK>

Website: [www.lifeisbetteron.com](http://www.lifeisbetteron.com)

Facebook: <http://www.facebook.com/lifeisbetteron>

Twitter: <http://twitter.com/lifeisbetteron>

Visuals: <http://www.flickr.com/photos/lifeisbetteron>

-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 countries.

#### Orange Vallée Press Contacts:

MUSTARD PR

Andrew Durkin / Dan Walsh

E: [andrew@mustardpr.com](mailto:andrew@mustardpr.com) / [dan@mustardpr.com](mailto:dan@mustardpr.com)  
T: + 44 (0) 1753 656 661