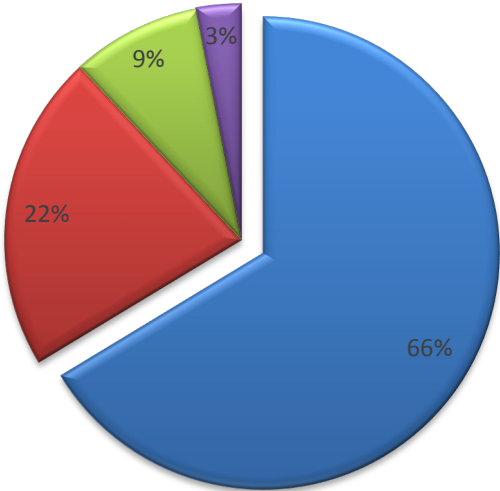


Visual Voicemail Survey Details

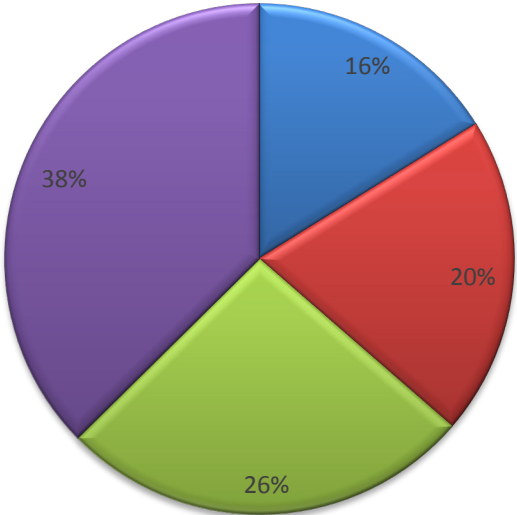
Geographic Region

■ N. America ■ Europe ■ APAC ■ Other



Age Group

■ 18 -29 ■ 30-39 ■ 40-49 ■ 50 yrs +

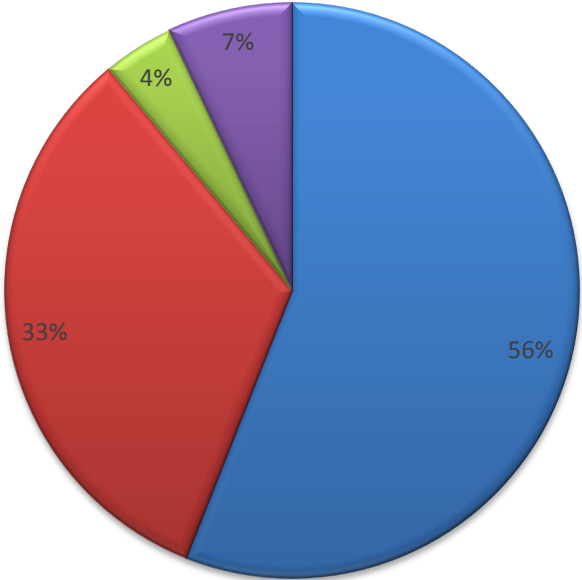


- Smith Micro in conjunction with uSamp, surveyed 960 Consumers Across The Globe

Visual Voicemail Survey Details (Cont.)

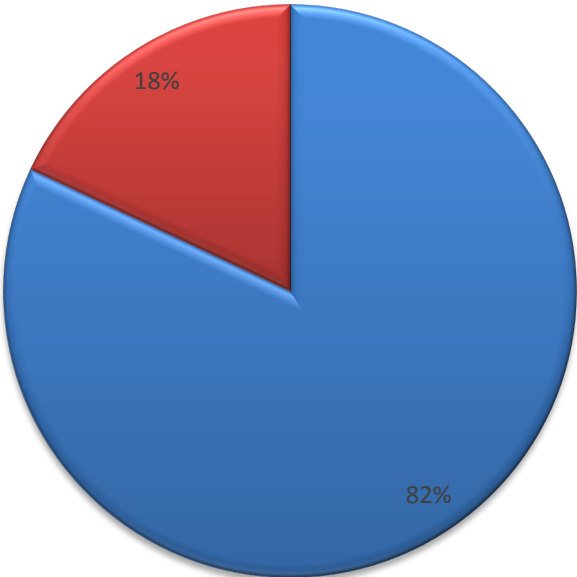
Smartphone Type

■ Apple ■ Android ■ RIM ■ Other



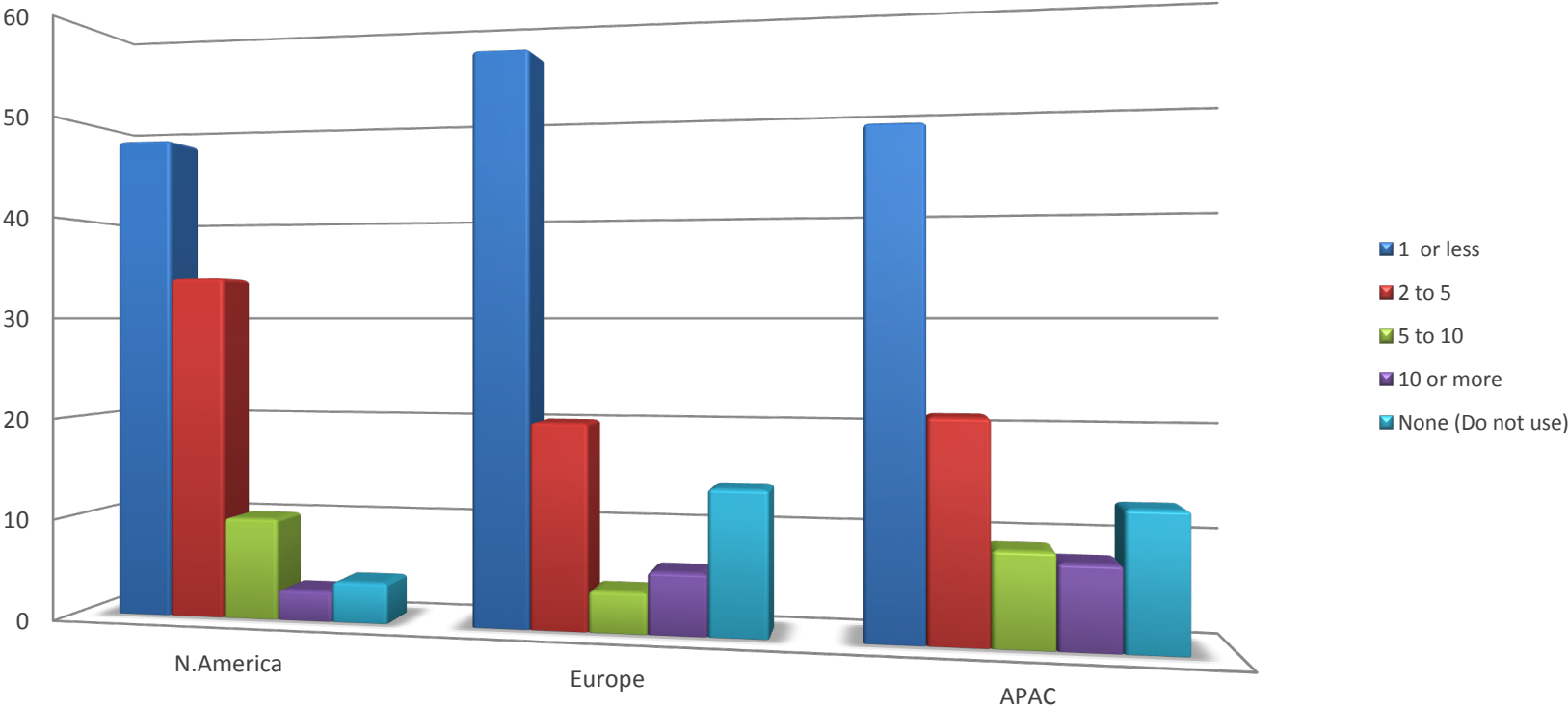
Company vs. Personal

■ Personal ■ Company Provided



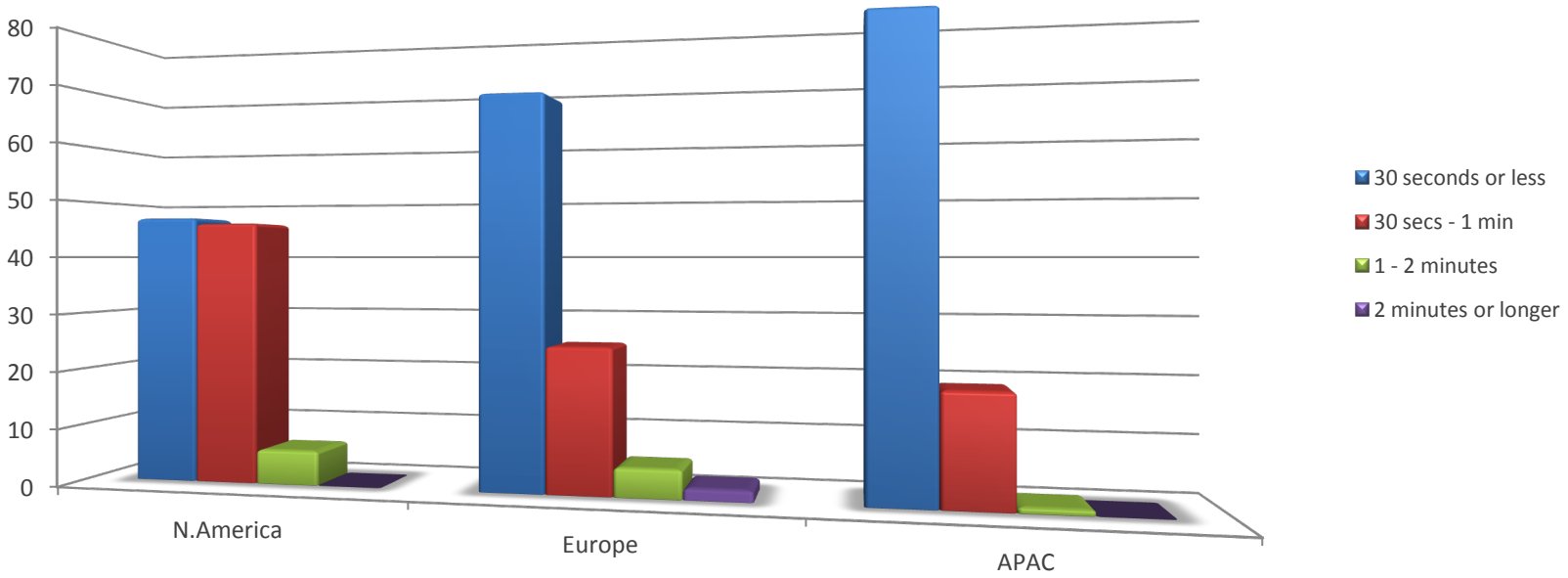
Regional Voicemail Usage: Frequency

Messages Received Per Day



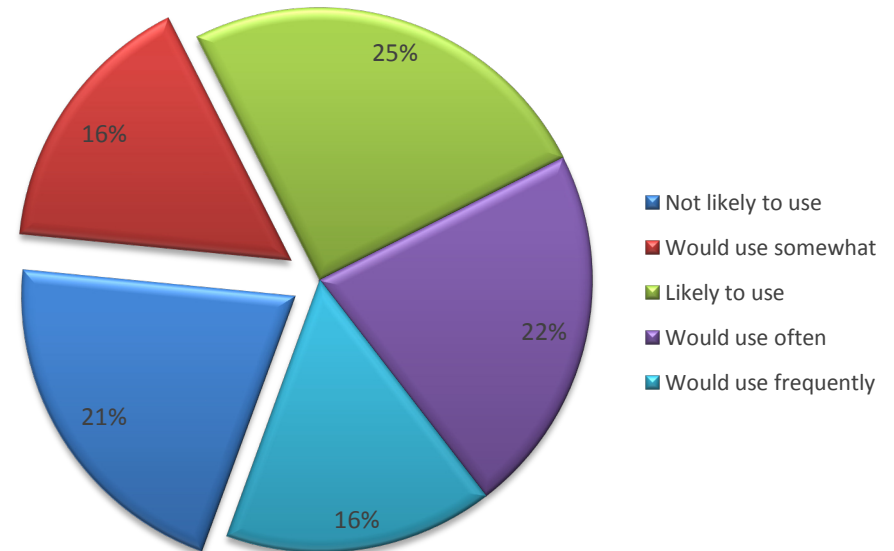
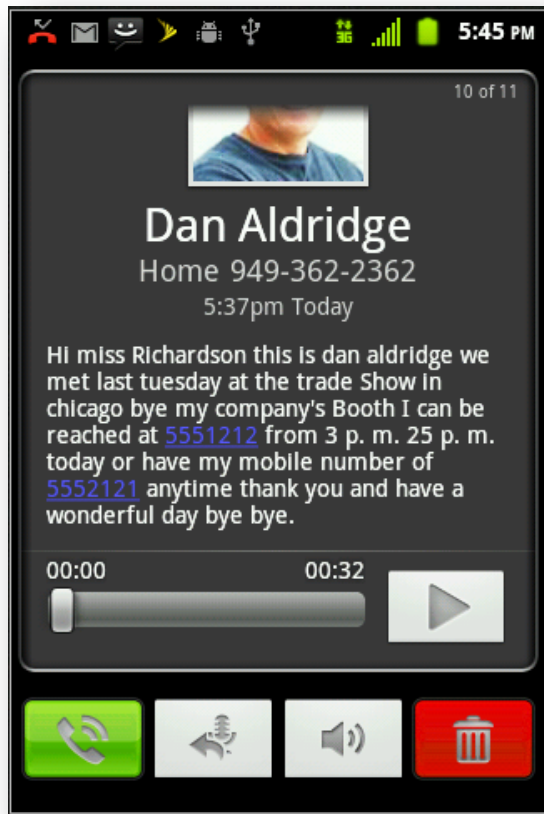
Regional Voicemail Usage: Duration

Length of Messages



How Can Voicemail Compete in This New Era?

Voice -to-Text (Speech Recognition)

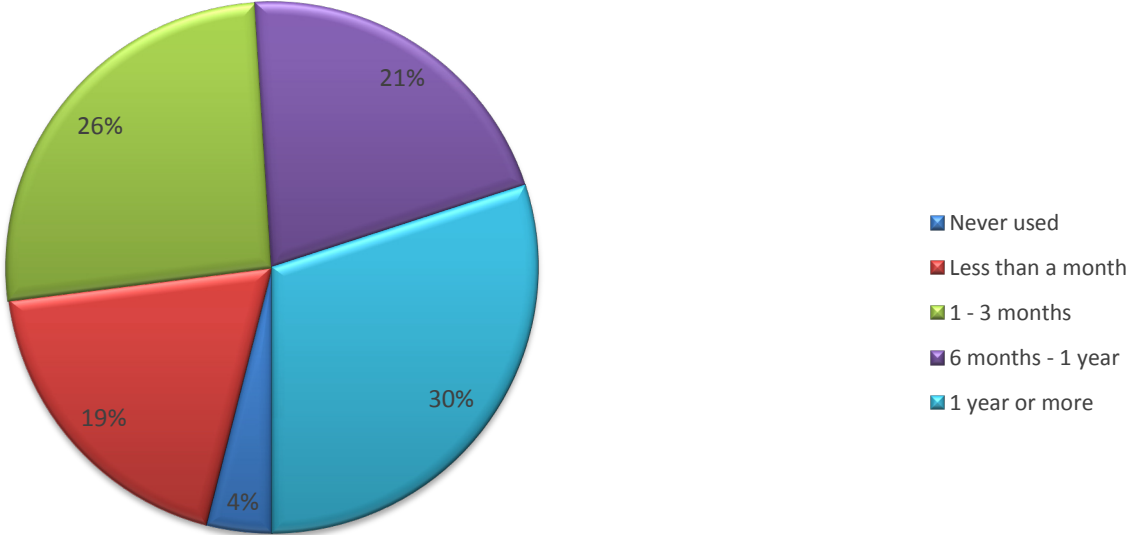


- 83% of responders have not yet tried VTT

...Of this group, 61% were likely to use

Once They Try It, Consumers Tend to Keep It

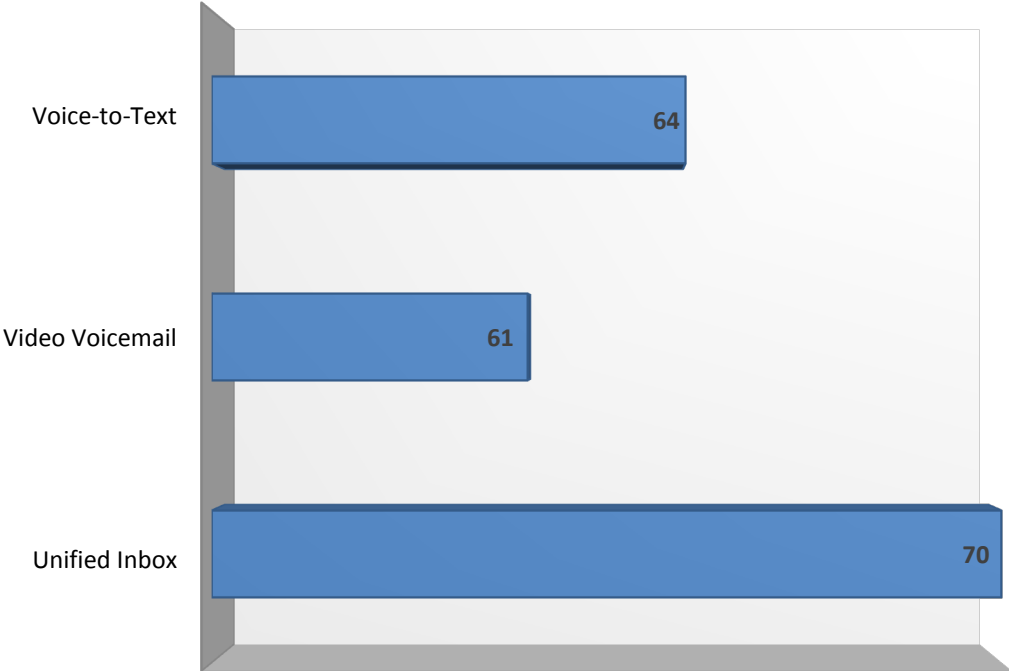
How Long Have You Used Voice-to-Text Service?



-
- *51% of VTT users keep service 6 months or longer*

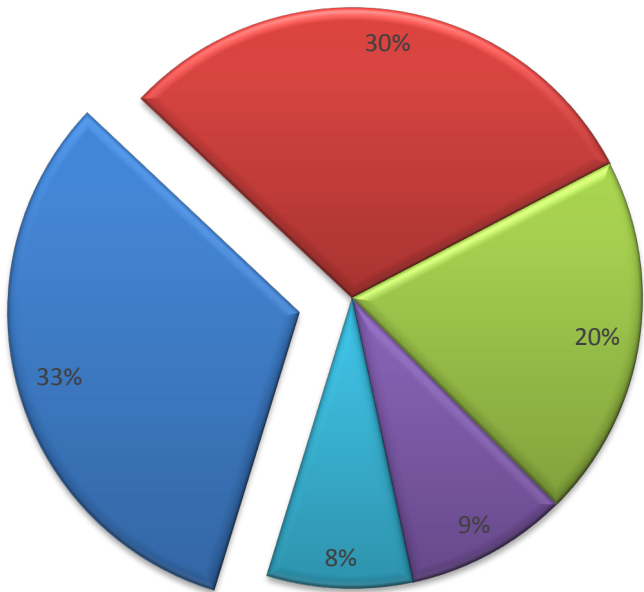
What About Enterprise Users?

Respondents who would use...



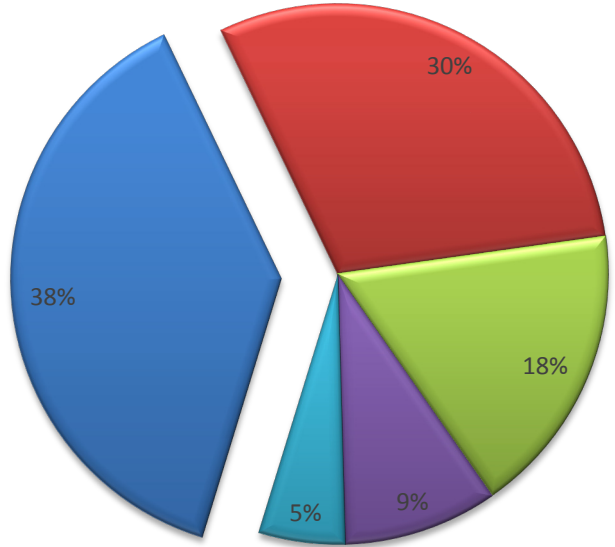
Has Google Made the VTT Price Expectation ... Free?

What would you pay a mobile carrier for VVM advanced features? (Google Voice Users)



■ Not willing to pay (Free) ■ \$.99 - \$1.99
■ \$1.99 - \$2.99 ■ \$2.99 - \$3.99
■ \$3.99 or more

What would you pay a mobile carrier for VVM advanced features? (All Users)



■ Not willing to pay (Free) ■ \$.99 - \$1.99
■ \$1.99 - \$2.99 ■ \$2.99 - \$3.99
■ \$3.99 or more

- 67% of Google Voice users are willing to pay for advanced features
- 62% of all users are willing to pay for advanced features