



IFBYPHONE APPLICATION ENHANCES VOICE COMMUNICATIONS FOR APPLE IPHONE and IPOD touch

New Application Enables Users to Broadcast Messages from Apple Devices

CHICAGO—June 2, 2008—[Ifbyphone](#), the telephone application platform company, today announced the new Ifbyphone Voice Broadcast application for Apple® iPhones™.

Ifbyphone's Voice Broadcast application for iPhones enables users to send recorded messages to as many recipients as they wish without using any of the users' calling-plan minutes. The Ifbyphone telephone application platform delivers the broadcasts either immediately, or at a future scheduled time.

The new Ifbyphone application will work with any iPhone running the v2 software, both the original iPhones and the highly anticipated new version. In addition, the Voice Broadcast feature will also work with the iPod® touch, providing access and capability to a wider audience.

"Sales professionals and others are sure to find this new capability invaluable," said Ifbyphone CEO Irv Shapiro. "For example, a sales manager who is leaving town can now schedule a voice broadcast to go out to his or her sales team while away. What's more, this is an ideal application for Mom or Dad. With a couple of clicks, they can send messages to everyone in the family."

After installing the Ifbyphone broadcast application, which will be available via iTunes distribution, the voice broadcast message is then created through a few fast and easy steps:

- Select the Ifbyphone Voice Broadcast application on the iPhone.
- Select the group of recipients from the iPhone's Address Book and enter the delivery date and time.
- The Ifbyphone service then calls out to the iPhone so the message can be recorded. The call-back recording feature allows users to schedule messages even if they are outside of Wi-Fi range, since the voice message is recorded on the voice side of the network.

On the iPod touch, the user will select the phone number of a phone he or she wants to be called on to record the message with Ifbyphone.

“Since the voice broadcasts are delivered by the Ifbyphone telephone application platform, no iPhone calling-plan minutes are used, nor is there any requirement for the iPhone or iPod touch user to be online at the scheduled delivery time,” Shapiro said.

The Ifbyphone iPhone Voice Broadcast application and the enhanced Ifbyphone Voice Broadcast API (Application Programming Interface) will be available to users and developers starting July 1. The application is free, but requires an [active Ifbyphone subscription](#).

In addition to the iPhone application, Ifbyphone also announced the release of an enhanced Voice Broadcast scheduling API. This new API supports the integration of voice broadcast messaging into any contact management or CRM solution and provides much of the core functionality of the Ifbyphone iPhone Voice Broadcast.

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About Ifbyphone

Ifbyphone is a hosted telephone application platform company that provides small and medium-sized businesses (SMBs) an easy means to increase their customer conversations and drive sales—without the high cost and complexity typically associated with building interactive voice response systems. Leveraging Ifbyphone's extreme usability, web developers, interactive marketers and customer service professionals can quickly create everything from simple Click-to-Call links on Web pages and e-mail to sophisticated call-routing and interactive-marketing solutions-transforming telephones into powerful tools to increase leads, improve sales and enhance customer experience. Ifbyphone's solutions are available directly to SMBs and through a network of direct marketing resellers. For more information, [click to speak to a sales professional](#) or visit the [Ifbyphone Web site](#).

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