



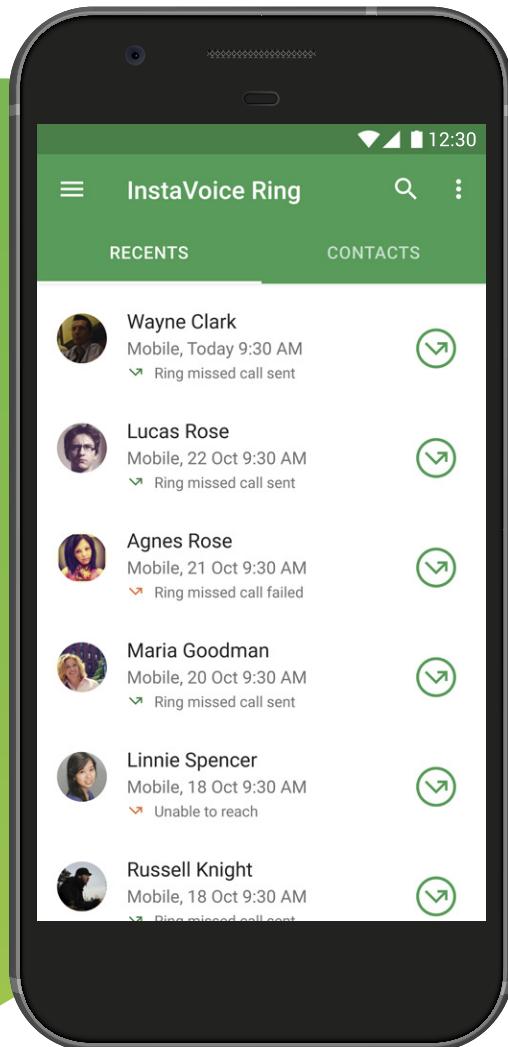
Derive Additional Revenue from Missed Calls

A unique call completion service that enables users to communicate even with zero balance.

The Ring service detects call or SMS attempts that were declined due to insufficient balance, and automatically initiates a missed call to the intended recipient, over data.

Operators capture revenue from call-backs, while providing an emergency credit system to customers.





**One-tap missed calls to anyone,
anywhere in the world.**

- Send free missed calls even at zero balance
- Send group missed calls with a single click
- Schedule missed calls to any person or a group

Missed Calls delivered over data



Multi-fold Operator Benefits

Increased ARPU

Operators can generate additional revenue from call backs, thereby boosting average revenue generated per user.

Improved Customer Satisfaction

Enabling prepaid users to send a missed call even at zero balance increases customer satisfaction and stickiness.

Intelligent Business Rules

InstaVoice Ring features a flexible architecture for quick carrier integration, with built-in business logic for service misuse prevention.

Carrier Branding

The Ring app supports carrier branding and enables operators to include promotional messages in missed call service.

About Kirusa

Kirusa is a global leader in providing communication solutions over data networks for consumers and enterprises. Kirusa's solutions include **ReachMe**, a voice-over-data solution to help users receive their GSM calls over data in a mobile app, while helping carriers leverage the power of data to enrich the calling experience of their subscribers; **InstaVoice®**, a unique call completion solution for users that bundles voicemail, missed calls, availability, and ring, and helps mobile carriers monetize missed calls in their networks; **Kirusa Konnect™**, a Communication Platform as a Service (CPaaS) for enterprises that helps bolster brand-customer engagement over mobile channels; and **InstaVoice Channels™**, that offer users access to live voice blogs from their favorite celebrities, sports clubs, news portals and other streams. Kirusa solutions are deployed in 44 countries, with 50 mobile carrier partnerships in Africa, Asia, and LatAm. Kirusa solutions are built on its patented technology and highly reliable, scalable multimodal & cloud platforms, which manage over 2.5 billion calls and 100 million active mobile users across the globe, every month. Headquartered in New Jersey and led by an experienced team of wireless telecom executives and technologists, Kirusa has offices in four continents. For more information, visit: www.kirusa.com

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