

## Personalized Ringbacks and Ringtones Karaoke Tones™

The *only* mobile karaoke solution on the market, Karaoke Tones™ delivers the ultimate in subscriber personalization and self expression. This patent-pending solution helps operators and major brands generate revenue and attract and retain customers.

The Karaoke Tones™ solution includes:

- An extensive library of content fully licensed from major publishing houses
- A custom-branded Web user interface
- A highly scalable, state-of-the-art technology platform

The recording process is *as simple as singing in the shower*.™ The phone is the microphone. A custom-branded Interactive Voice Response (IVR) interface provides lyrics, voice prompts, and music. Customers select from a wide variety of tunes or backbeats or nothing at all, then lay down their own tracks or sing along. The saved recording can be shared with family and friends. As a result, Karaoke Tones™ provides a viral marketing effect sure to create attention.

Interop Technologies has designed the Karaoke Tones™ Solution for maximum flexibility. The server-based solution features an open, modular design that works with any operator network, as well as Interop Technologies Ringtone and Ringback Tone Platforms. In addition, the Karaoke Tones™ Solution is handset-independent in a ringback environment, so it can be offered to your entire subscriber base.

Karaoke Tones™ is the industry's *only* mobile personalization solution. With TrueScale™ streaming technology, the solution enables operators to offer an unlimited number of content types and individual content pieces to subscribers.

## Features

- The branded IVR interface provides clear, concise recording instructions.
- The solution includes total digital rights management and content licensing.
- Operators maintain complete control over the content that subscribers see and hear.

### Solution Specifications

- The Karaoke Tones™ solution can be integrated with legacy ringback platforms.
- Distributed architecture enables individual network elements, as well as the solution as a whole, to scale effortlessly.
- Deployment options are flexible. Choose from hosted, modified hosted, and turnkey alternatives to suit any business model.

