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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
60/898,678	01/30/2007		100	PA4110PRV		

CONFIRMATION NO. 8119

22830
CARR & FERRELL LLP
2200 GENG ROAD
PALO ALTO, CA94303

FILING RECEIPT

Date Mailed: 03/21/2007

Receipt is acknowledged of this provisional Patent Application. It will not be examined for patentability and will become abandoned not later than twelve months after its filing date. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. **If an error is noted on this Filing Receipt, please mail to the Commissioner for Patents P.O. Box 1450 Alexandria Va 22313-1450. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).**

Applicant(s)

Sunil Coushik, Sunnyvale, CA;
David Barnes Still JR., Menlo Park, CA;

Power of Attorney:

Peter Holland--57113

If Required, Foreign Filing License Granted: 03/19/2007

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is
US60/898,678

Projected Publication Date: None, application is not eligible for pre-grant publication

Non-Publication Request: No

Early Publication Request: No

**** SMALL ENTITY ****

Title

Systems and methods for voice messaging

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Title 35, United States Code, Section 184

Title 37, Code of Federal Regulations, 5.11 & 5.15

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16138 U.S. PTO

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60/898678
01/30/2007

EV826334351US

PTO/SB/16 (10-05)

Approved for use through 07/31/2006. OMB 0651-0032

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PROVISIONAL APPLICATION FOR PATENT COVER SHEET – Page 1 of 2

This is a request for filing a PROVISIONAL APPLICATION FOR PATENT under 37 CFR 1.53(c).

Express Mail Label No. EV 826 334 351 US

INVENTOR(S)		
Given Name (first and middle [if any])	Family Name or Surname	Residence (City and either State or Foreign Country)
Sunil	Coushik	Sunnyvale, CA
David Barnes	Still, Jr.	Menlo Park, CA

Additional inventors are being named on the _____ separately numbered sheets attached hereto

TITLE OF THE INVENTION (500 characters max):

Systems and Methods for Voice Messaging

Direct all correspondence to: **CORRESPONDENCE ADDRESS**

☒ The address corresponding to Customer Number: 22830

OR

☐ Firm or Individual Name

Address

City	State	Zip
Country	Telephone	Email

ENCLOSED APPLICATION PARTS (check all that apply)

☐ Application Data Sheet. See 37 CFR 1.76

☒ Specification Number of Pages 13

☒ Drawing(s) Number of Sheets 20

☐ CD(s), Number of CDs _____

☐ Other (specify) _____

Fees Due: Filing Fee of \$200 (\$100 for small entity). If the specification and drawings exceed 100 sheets of paper, an application size fee is also due, which is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

METHOD OF PAYMENT OF THE FILING FEE AND APPLICATION SIZE FEE FOR THIS PROVISIONAL APPLICATION FOR PATENT

☒ Applicant claims small entity status. See 37 CFR 1.27.

☒ A check or money order is enclosed to cover the filing fee and application size fee (if applicable). 100

☐ Payment by credit card. Form PTO-2038 is attached

☒ The Director is hereby authorized to charge the filing fee and application size fee (if applicable) or credit any overpayment to Deposit

Account Number: 06-0600 A duplicative copy of this form is enclosed for fee processing.

TOTAL FEE AMOUNT (\$)

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This collection of information is required by 37 CFR 1.51. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 8 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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PROVISIONAL APPLICATION COVER SHEET
Page 2 of 2

PTO/SB/16 (10-05)

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Yes, the name of the U.S. Government agency and the Government contract number are: _____

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SIGNATURE

Peter L. Holland

Date January 30, 2007

TYPED or PRINTED NAME Peter L. Holland

REGISTRATION NO. 57,113
(if appropriate)

TELEPHONE 650-812-3400

Docket Number: PA4110PRV

013007

16138

PTO/SB/17 (01-06)

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Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).

**FEE TRANSMITTAL
For FY 2006**☒ Applicant claims small entity status. See 37 CFR 1.27**TOTAL AMOUNT OF PAYMENT** (\$) 100.00**Complete if Known**

Application Number	N/A
Filing Date	January 30, 2007
First Named inventor	Sunil Coushik
Examiner Name	N/A
Art Unit	N/A
Attorney Docket No.	PA4110PRV

METHOD OF PAYMENT (check all that apply)☒ Check ☐ Credit Card ☐ Money Order ☐ None ☐ Other (please identify):☒ Deposit Account Deposit Account Number: 06-0600 Deposit Account Name: Carr & Ferrell LLP

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

☐ Charge fee(s) indicated below ☐ Charge fee(s) indicated below, except for the filing fee☒ Charge any additional fee(s) or underpayments of fee(s) under 37 CFR 1.16 and 1.17 ☒ Credit any overpayments

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FEE CALCULATION (All the fees below are due upon filing or may be subject to a surcharge.)**1. BASIC FILING, SEARCH, AND EXAMINATION FEES**

Application Type	FILING FEES		SEARCH FEES		EXAMINATION FEES		Fees Paid (\$)
	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	
Utility	300	150	500	250	200	100	
Design	200	100	100	50	130	65	
Plant	200	100	300	150	160	80	
Reissue	300	150	500	250	600	300	
Provisional	200	100	0	0	0	0	100

2. EXCESS CLAIM FEES**Fee Description**

	Fee (\$)	Small Entity Fee (\$)
Each claim over 20 (including Reissues)	50	25
Each independent claim over 3 (including Reissues)	200	100
Multiple dependent claims	360	180

Total Claims	Extra Claims	Fee (\$)	Fee Paid (\$)
- 20 or HP =	x	=	

HP = highest number of total claims paid for, if greater than 20.

Indep. Claims	Extra Claims	Fee (\$)	Fee Paid (\$)
- 3 or HP =	x	=	

HP = highest number of independent claims paid for, if greater than 3.

3. APPLICATION SIZE FEE

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Total Sheets	Extra Sheets	Number of each additional 50 or fraction thereof	Fee (\$)	Fee Paid (\$)
- 100 =	/ 50 =	(round up to a whole number) x	=	

4. OTHER FEE(S)

Non-English Specification, \$130 fee (no small entity discount)

Other (e.g., late filing surcharge):

Fees Paid (\$)**SUBMITTED BY**

Signature	<i>Peter L. Holland</i>	Registration No. (Attorney/Agent) 57,113	Telephone 650-812-3400
Name (Print/Type)	Peter L. Holland	Date January 30, 2007	

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PROVISIONAL PATENT APPLICATION

Systems and Methods for Voice Messaging

by

Sunil Coushik
David Barnes Still, Jr.

CONTENTS:

- | | |
|---------------|----------------------------------|
| 1. Disclosure | [12 pages, including cover page] |
| 2. Claims | [1 page] |
| 3. Drawings | [20 pages] |

Disclosure

A voice messaging system and service may provide 'Click, Talk and Send' messaging across operators and networks. The service may use a asynchronous Short Voice Messaging Service (SVMS). The service may provide a 'talk and listen' messaging alternative to the 'type and read' text messaging service provided by Short Messaging Service (SMS). The service may be deployed through the Internet to transport content between networks and operators. The service is device and transport agnostic and thus suitable for all handsets and for the entire mobile subscriber base. The service may reside on a host server or may reside on a separate server.

In one embodiment, the service provides transaction based network messaging retrieval that may permit a user to retrieve any message in any order, as opposed to sequential order. In another embodiment, the service provides sound-based prompt icons that allow the user to navigate via sonic prompts instead of language phrases. In a further embodiment, the service provides subscribing to a distribution bubble syndication that allows a message from a user to be received by several other users. The syndication may be both push and pull.

In various embodiments the service may comprise a system as described herein: to allow every mobile user in the world have a inbox for using the system (a Bubble inbox) on the web. (The system may also be used for landline numbers as well, since each phone number is 'unique'). Once a user a) receives a Message, or b) sends a Message, the system may 'activate' the user's inbox. The system allows users to send messages from the web. The service may be provided for free.

In various embodiments, the Web is an 'extension' of the system phone-based product, where actions are seamless across the two mediums (e.g. delete a Message on the web may

delete the message for the entire system – so that messages that are deleted are not available to be heard via the phone).

Users may also use the web as a ‘control panel’ for preferences and profiles. For example, users may change their default language for prompts/SMS notifications, change their log-in PIN, set speed dials, closed-user-groups, and specify prompt types/lengths via the web page.

When a user accesses a page that has personal information, a log-in may be required. When a user initially tries to log in, the system may ask for the user’s phone number. Upon receipt of the phone number, the system may generate an SMS to the recipient that has a PIN. This validation step may ensure that the person entering the phone number is the owner of the phone.

Any person, anywhere in the world, may access the system via a web page to send messages. This feature does not require a relationship with a mobile operator, and initially, messages may be sent for free via the web. In various embodiments, some examples for accessing the system are:

1. The user may access the system via a web page, enter their own credentials (country/country code, phone number) and the credentials of the recipient.
2. The user may be prompted with an image check – this may help deter automated SPAM programs from sending out messages.
3. The user may record a message via a web interface and a microphone on their computer.
4. The user may send a message to the system and the message is recorded and stored.
5. The system may send a notification to the recipient indicating that they have received a message from a sender.
6. The recipient may click on a link within an SMS notification, which may dial into the system, and start a playback of the recorded message.
7. The recipient may perform a number of actions on the message (delete, forward, etc.) and can also reply to a sender message.

8. When the recipient replies to a message, the return message may be sent to both original sender's phone and a web-based Bubble inbox.

In some embodiments, the system creates a short (3–8 second) audio advertising spot at the beginning or end of the Message. The system may upload recorded content from advertising partners to help subsidize the cost of SMS notifications.

In some embodiments, the system sends the SMS notifications from one central location, and provides local DID numbers for recipients to dial into for retrieval.

The system may publish web widget codes (such as codes to implement buttons, sliders, menu bars, title bars, etc.) that can be embedded into 3rd party web sites. This code may enable the web site publisher to offer the capability to sign up for a 'subscription' to audio content that the web site publisher wishes to distribute. For example, the developers of parishilton.com may embed a 'Bubble sign-up' module in their web page. When a user enters their mobile phone number, they may be added to a 'mailing list' for the audio content that is 'uploaded' for parishilton.com. Content may be uploaded to the web site via the web. Content may also be modified by having the 'publisher' (in this case, Parishilton.com) dial into a specified number to update their message. After an audio recording of the publisher is updated (via web or phone), a notification to retrieve the message may be sent to subscribers. An alternative sign-up method may have a user send a text message to a short code signing them up for the content. The text could be 'Paris' to the short code 282553 (Bubble).

In order to mitigate SPAM, a subscriber's phone number may be entered via the web and used to verify the user. The system may send a confirmation SMS to that phone number. This 'confirmation SMS' may say something like 'You have subscribed to the Paris Hilton Messages'. Click here (link) or reply to this message if you would like to be removed from the

mailing list.’ The system may therefore be the central repository for all content mailing lists and may hold the phone numbers of all recipients.

In some embodiments, the system may allow for Voice RSS feed subscriptions. The ‘Bubble’ icon may be propagated around the web and may allow subscribers to subscribe to audio/voice/phone content.

A web widget may be able to be pulled into any web page – either a personal web page, fan page, MySpace, Facebook profile, etc. This may be the ‘personal’ equivalent of the web widget model. This may be a mix of voice blogging, personal announcements, and voice ‘presence.’

In various embodiments, a sender records a ‘public’ message that other people can dial into to retrieve (or subscribe to be pushed). The sender records their ‘public’ message. The message is recorded and stored on the system as the ‘latest’ public message for that particular user. When a user records a new public message, the old public message may be deleted.

Subscribers may either ‘pull’ the audio content by dialing in to listen to the latest public Bubble, or may ‘subscribe’ to be notified every time a particular sender updates their public message. In various embodiments, a sender may restrict which subscribers are allowed to access their public messages.

In some embodiments, different operators of the system have a consistent call-flow ‘tree’ that all operators use. Things like language and prompts may be modified by the operator.

To bypass sequential playback of messages first-in-first-out (i.e., FIFO), in some embodiments, clicking on an SMS notification may take the user directly to the message associated with that notification. If the user has more than one message, there may be an option to allow the recipient to hear all of their messages, played last-in-first-out (LIFO) – so the user

may hear the specific message, and then start at the top of the list, playing the newest, or most recently deposited message.

To avoid long and boring prompt voice navigation systems, in some embodiments, the system reduces as many 'voices' as possible, as users do not want to listen to voicemail-like IVR systems. In some embodiments, the service uses 'sound icons' to help users navigate the voice system. For example, a 'blub blub' tone may indicate that the user may 'record a message'. A 'dial tone' would indicate that the user may input the recipient(s) phone number, a 'slash' sound would indicate that the message has been deleted – and so on.

To change the length and the persona of IVR, in some embodiments of the system, system prompts are varied, based on user behavior and possibly demographic. The system may use user behavior to determine how long or short prompts may be (e.g. frequent users may get moved to shorter prompts or just sounds to navigate). The system may also use demographic data to target specific prompts (e.g. younger male users may get younger female prompt attendants).

To permit message receipt notification, in some embodiments, the system notifies the sender of a message after the message is requested. SMS may be used very creatively for notification of new messages, as well as notification of actions/non-actions, education about new features, and perhaps providing a link to a system mobile web site.

Each SMS may contain multiple number links. For example, when a recipient of a message calls into the system, the recipient's MSISDN is captured. This number may be used as the one number that may identify a specific message within a list.

In some embodiments, a pair of number links is used (the pair consists of numbers from Sender A and Recipient B). The first number link in the SMS may be the 'listen' code. The pairing of the listen code with the calling party MSISDN may bring the user directly to the

specified message. (When MSISDN 4157649876 dials the MSISDN 3334576543, the pairing indicates that MSISDN 4157649876 is trying to receive message #2 in their list). The system may need to procure a bank of numbers for call-in so that message conflict may not occur. For example, approximately 1000 numbers are likely to be enough to eliminate 'visible' conflicts. For example, a user is unlikely to click down to message # 1001 and select that message to listen to it directly. If a user selects message #1001, there is a conflict between message 1001 and message 1. If there is a conflict, then the newer message may play.

The second number link in the SMS may be the 'reply' code. This reply code is intended to be a fast and easy mechanism for recipients to use their SMS inbox as a 'proxy' for a directory or 'Bubble' address book. Similar to a 'call history' on the phone to initiate phone calls, users may initiate Bubbles directly from SMS (without having to listen to the Message first). For the 'reply code', one 10-digit MSISDN 'reply code' can be used for a pairing of people. For example, Recipient B's reply code for Sender A may be 211-324-5487. Sender A's reply code to Recipient B may be the same number (211-324-5487). The use of MSISDN here is to enable replies from OFFNET subscribers. The reply code of 211-324-5487 can be used by multiple 'pairs' of people – when Recipient B dials the reply code, it means reply to Sender A. However, when Recipient D dials that SAME reply code, it means reply to sender C. Therefore, we can limit the number of 'reply codes' to the number of 'connections' that one person has.

In some embodiments, message prompts may be personalized. For example, a message playback prompt may be shortened. Message prompts may also depend on the message that is being reviewed – this only applies to the FIRST message. If the first message that is reviewed is from a specific SMS message, then the system may ask whether the user would like to listen to OTHER messages. If the user has dialed *0* to retrieve all messages, or is on the second message AFTER having listened to the first specific message, then the prompts may ask if the

user wants to go to the next message. For example, after a user is determined to be an 'active' recipient (e.g. more than 10 listens, with the last listen within the last 3 months, has NOT selected 'short' prompts], then the 'beep beep beep' tone that asks for recipient input may play immediately after the message playback.

In various embodiments of the system, sending a message may be one of the easier functions for users to learn and use. In some embodiments, the system incrementally teaches users what to do to send, by starting with longer prompts, associating those prompts with 'sound icons' and then gradually shortening the prompts, and eventually just using sound icons.

'Blub blub' may be the universal sound icon for 'record after the tone'. Once a user starts recording, they can either a) hang up after speaking and the message may be sent, or b) hit any key on the phone. If the user hits any key on the phone, a prompt may come up for re-recording or canceling the Message.

In various embodiments, confirmations are used. Confirmation may be used with regard to a) the number of the sender A, b) the number of the recipient B, and/or c) whether recipient B has listened to the message. Both positive and negative confirmations may be used, such as,

- The sender may want to know that a message has been reviewed.
- Senders may only want to know when messages are NOT reviewed. In some embodiments, a 'negative' confirmation may be used – e.g. after 1 week of Recipient B NOT listening to the message. The system can send an SMS to Sender A saying 'Recipient B has not listened to the Bubble you sent to them. Try again?'
- If Recipient B has not listened to a message, the system may re-notify Recipient B with an SMS message. For example, 'You received a message from Steve but haven't listened to it. Click [Steve's MSISDN] if you would like to listen to this message.』

In some embodiments, the system has one central location to a) retrieve all messages sequentially in a LIFO method, b) change personal system preferences, and c) access advanced features. In other embodiments, there are several locations.

In some embodiments, the system provides speed dial entries for the user so that they may easily access their most-frequently called contacts. After Sender A sends a pre-defined number of messages [e.g., three or five] to one specific Recipient B, the system may automatically add Recipient B's MSISDN to Sender A's Speed Dial list in the first available slot. Thus, the first speed dial may go in #1, but if the user has already set up a speed dial entry, the first automatic entry may go to #2, and so on.

In various embodiments, a user may request to see (via SMS) a list of speed dial entries. The system may reply with an SMS message showing a list of the user's speed dial entries and associated phone numbers.

In some embodiments, the system may have one standard set of keypad commands across all operators. This may promote consistency and user convenience. The underlying call-flow tree may remain the same, even if the NUMBER that is used to access these functions is different.

In various embodiments, a user may be provided shorter prompts after demonstrating user behavior that may indicate proper use of the system (e.g. sent/replied x # of times). A user may be provided prompts based on a demographic, e.g., young females may pick up the configuration of the system prompts faster than others.

A user may be provided with prompt customization based on user demographic and by market. For example, young female users may prefer to have a younger female voice attendant, whereas older females may prefer an older male. Also, in certain markets, cultural differences may dictate that it is more appropriate to have female attendants, or male attendants. In some

embodiments, users may change their prompt type and length at any time. Some prompts may be from celebrities and/or musicians.

In some embodiments, users may be provided with optional features that they think are interesting or cool. When users are using the system, the system may insert feature options periodically. These feature 'wildcards' could happen before or after the recording of a message.

In some embodiments, a user may send an 'enhanced' message. Examples include:

- Adding background music to an outgoing message (Bubble Karaoke) – with this feature, the user may select background music to be played in the background of the message. The music may consist of the music 'tune' but not the words. The user may select the music, and then the background music may play during the recording of the message. (For example, the 'happy birthday' tune may be playing while sender A is singing 'happy birthday'. At the end of the song clip, or whenever the Sender A hangs up, the message may be sent.
- The sending of canned voice to a Recipient. Famous quotes or statements from prominent celebrities may be sent using the system. For example, if Sender A sent a message to Recipient B, Recipient B could send back a Message that said 'Frankly my dear, I don't give a damn' or 'Make my day' – optionally, not in the original 'author's' voice, but in someone else's voice.
- The ability to morph your voice. Some users may want to apply a funny or entertaining morphing sound to their voice – a chipmunk sounding voice, making the voice very deep, etc.
- Users may request that the specific message that is being sent have a listen confirmation. Whenever Recipient B listens to the message from Sender A, an SMS message may be sent to Sender A saying that the message had been reviewed.

After the user selects the message type, the user may select the message effect, record the message, and hang up, after which, the Bubble is sent.

Various embodiments may include the following features:

- A message preview – This feature is intended to give the Recipient B a ‘preview’ of the Message that is sent from Sender A. The system may evaluate the voice message that is sent and extract key words. The system may populate a ‘dictionary’ of certain words that, if recognized, may be presented to Recipient B in the SMS text notification. For example, words like ‘lunch, late, dinner, what time, etc’ may provide a good preview of a Message. For example, if Sender A records a Message that says, ‘Hi, it’s Dave. I’m sorry, but I’m going to be a few minutes late for lunch’ then the SMS notification preview may say ‘Sorry...late...lunch...’
- Message conferencing – This feature may enable multiple Senders (A and B) to both leave a message for Recipient C. Sender A may initiate a session with Sender B, after which Senders A and B may both speak. At the end of the recording, the message may be sent to Recipient C.
- Random chat – This feature may enable users to randomly chat with users they do not necessarily know. Users may opt-in for a ‘random chat’ whereby the sender may record a message, and that message may be randomly selected to go to an anonymous recipient B (who has signed up to receive ‘random chats’). Original Sender A may receive a random Bubble from new Sender C, and so on.
- Message icons – by determining the voice intonation of a specific voice message, the system may determine the ‘mood’ of the sender’s message. If a message is

determined to be 'happy', then a smiley icon may show. If it seems as if the message is a question, a question smiley may appear.

Various embodiments of the service and system are described on the drawings included herein.

CLAIMS

What is claimed is:

1. A method of operating a transaction-based voice message retrieval system, comprising:
sending a list of messages to a user; and
receiving a user selection for a message.
2. A method of operating a sound-based prompt system, comprising:
receiving a user request to retrieve a voice message;
sending one or more sounds; and
responding to the user request.
3. A method of syndicating messages, comprising:
receiving a voice message; and
sending the voice message to two or more subscribed users.
4. A system comprising:
a transaction based voice message retrieval system;
a sound-based prompt system; and
a syndication system for messages.



- **Every mobile user has a Bubble inbox on the web**
- **Send messages**
- **Retrieve + manage messages**
- **Set preferences**
- **Manage content subscriptions**

D2C (Send + Reply via Web)

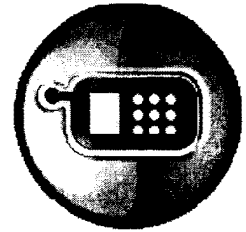


BUBBLE MOTION

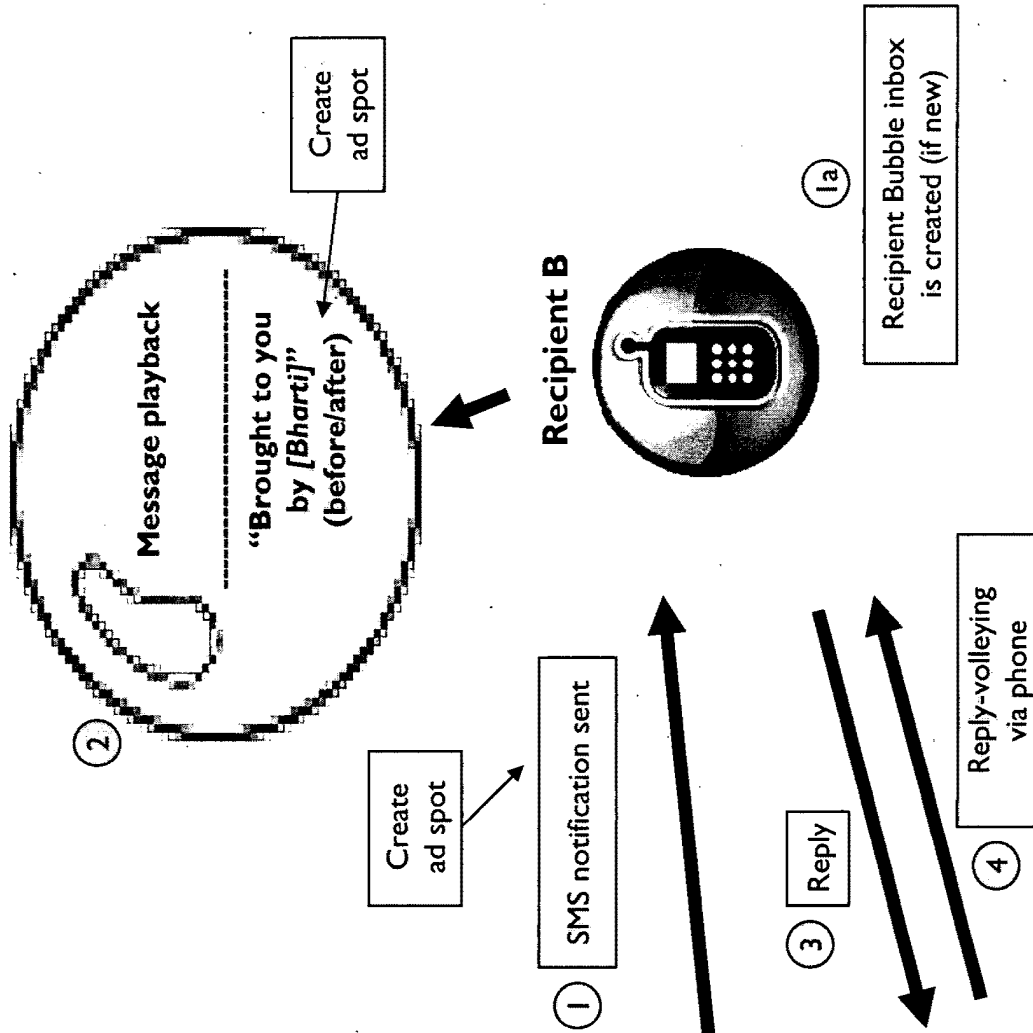
Sender A Web

Sender		
Country	Drop-down or auto-fill	
Country code	Enter or auto-fill	
Phone number	Enter	
Recipient		
Country	Drop-down or auto-fill	
Country code	Enter or auto-fill	
Phone number	Enter	
BACK SEND		

Sender A Phone



Max # of sent messages from I # = 10. Then ask them to register?? TBD



D2C (Distributed Content Subscriptions)

BUBBLE MOTION

PARIS HILTON
PARM, SIGN UP

Your Email

BUBBLE SIGN UP

Your Mobile #

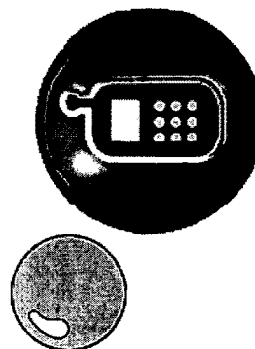
SUBMIT

Web code ('widget') that anyone can paste into their web site

Alternative: Text 'Paris' to 282253 (Bubble)

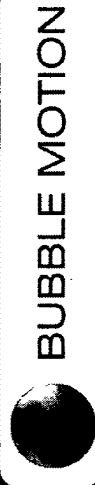
User could also 'play' latest Bubble recording from Paris.

1. User submits mobile #
2. SMS confirms subscription
3. Receive Bubbles from Paris



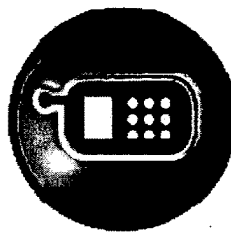
Bubble Motion
Manage global mailing list for content

D2C ('Public' Messages)

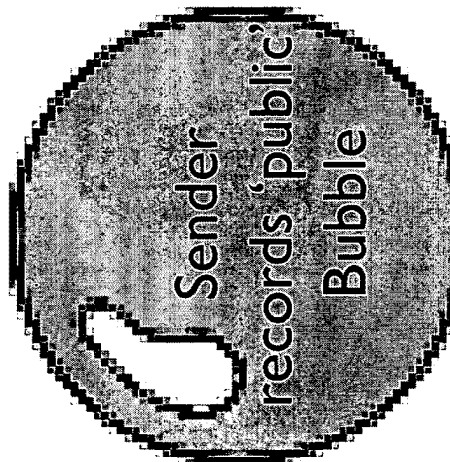


Initial elements of:
 Voice blogging
 Personal announcements
 Presence

Sender A / Publisher
 (4155773482)

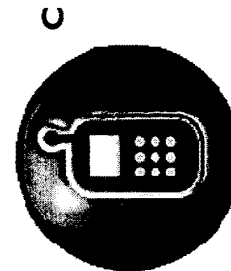
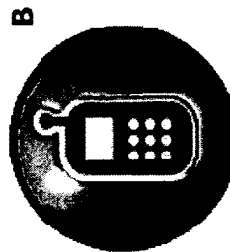
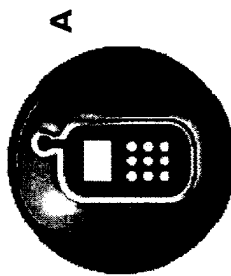


Option:
 Permission?



Subscriber

Text 4155773482
 to 282253 (Bubble)



Dial-in access
 **4155773482

For Bubble operator customers
 From sender phone, dial **4155773482
 Dial *0* and follow menu

For all customers:
 Methods above, or...
 Dial 10-digit MSISDN
 Record on web site

UI - Current vs. Proposed



BUBBLE MOTION

UI across operators	<u>Current</u> Different UI at each	<u>Optional</u> Consistent across all
Message retrieval	*0* = all new *1* = all old	1 notification = 1 Bubble End – option to ‘listen all’
Prompt types	Long + boring (like voicemail)	Short. Sounds, not voices.
Prompt length	Same everywhere	Varied – based on user behavior (+ demographic?)
Profile changes	*codes	Central IVR (*0*) + web
User education	Web site, word of mouth, FAQs	‘Teasers’, ‘wildcards’ Let users pull
SMS	Notification One-time	Notification and education Creative follow-up

Retrieval - Current

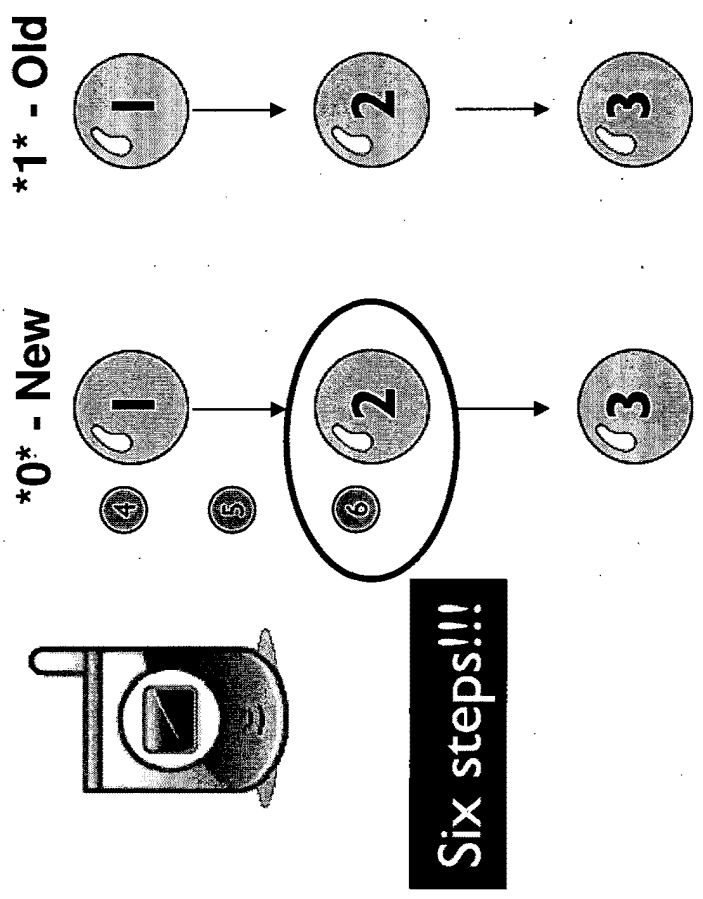


SMS inbox		
Sunil. Hi. I've sent you...	1	
David. Let's meet for lunch		
Jonathan. Hi! I've sent you...	2	
Seamus. Happy birthday!...		
Gaurav. It was nice meeting you...		
6504773485. Hi! I've sent you...	3	
Bill. I land at...		

①

Jonathan Heiliger
Hi! I've sent you a Bubble message.
Dial *0* to retrieve your message.

- ② Exit SMS app
- ③ Dial *0* or *1*



Direct Bubble Access + Reply

BUBBLE MOTION

SMS inbox	
Sunil. Bubble! I've sent...	1
David. Let's meet for lunch	
Jonathan. Yay! A bubble!...	2
Seamus. Happy birthday!...	
Gaurav. It was nice meeting you...	
Jonathan. Bubble! I've sent...	3
Bill. I land at...	



Jonathan Heiliger
Bubble! I've sent you a Bubble message. (only first 10 receipts)

Listen: 111-324-5487 ②

Reply: 211-324-5487

Visit bubblemobile.com to do fun stuff.

Enable direct Bubble replies without listening to message

Two steps!!!



At end of message 2,
ask if user wants to
listen to all messages.
If yes, start playing
1, skip, 3, 4, 5...



"The Bubble that you have selected has been deleted."

How ??

Rotate dial-in numbers.

Match with CLI to point to specific message.

Message Playback - Proposed



BUBBLE MOTION



Long

(first 10 times)
(after 3 months inactive)
(user selects long prompt)

Short

(10+ times)
(user selects short prompt)

Message playback - immediate

Press 1 to reply
3 to forward
7 to delete
2 to play again

No 'Save'
Option?

Sounds
confirm
actions

[5 to listen to your other Bubbles – only play
after retrieval is of specific Bubble]

[6 to listen to your next Bubble – only play if user
is listening to messages in sequential order.]

[Beep beep beep tone]

If no user input – start next message

Message playback - immediate

[Beep beep beep tone]

If no activity for 3 seconds... Then play menus
(or 'press 0 for help')

Press 1 to reply

3 to forward

7 to delete

2 to play again

[5 to listen to your other Bubbles – only play
after retrieval is of specific Bubble]

[6 to listen to your next Bubble – only play if user
is listening to messages in sequential order.]

If no user input – start next message

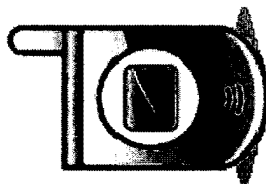
Send Bubble

BUBBLE MOTION

Teach users easy functions, then take away prompts.

①

* MSISDN



②a

SMS 'reply link'
Speed dial
CUG

②

First 5 times
'Record your
Bubble at the
tone. Then just
hang up...'
['Blub blub' tone]

③



6-10 times
'Record your
Bubble...'
['Blub blub' tone]

④

Hang up
-or-
30 second time-out

⑤



(send)

Pressing any key during
'record' will bring up menu:
Press 2 to re-record or 7 to
cancel

Notify sender:
Your Bubble to 4587258456
has /has not been listened to...

Re-notify recipient

0 - 'Listen All + Preferences



BUBBLE MOTION

Use *0* to 'listen all' and change preferences.

Push users to web / WAP pages.



Dial *0*



SMS 'reply link'
Speed dial
CUG



Press:

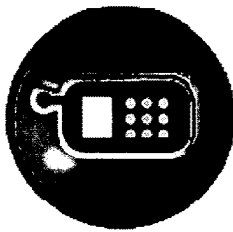
- 1 - Listen all messages
 - 2 - Update your 'public' message
 - 3 - Send 'enhanced' message
 - 4 - Change your default language
 - 5 - Change prompt length
 - 6 - Set 'speed dial'
 - 7 - Set 'user groups'
 - 8 - Edit Blacklist
 - 9 - Edit Subscriptions
 - 10 - Change PIN
- (extensible)

Automatic Speed Dial Creation

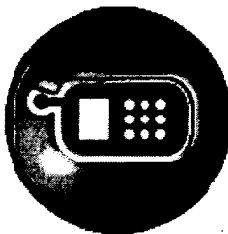


BUBBLE MOTION

Sender A
4155773481



Recipient B
6509875679



[How many Bubbles sent before add to
Speed Dial? 3? 5?]



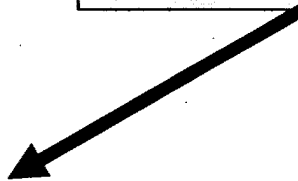
From: Recipient B

Thanks for sending me a Bubble!

BubbleTALK has added me as a speed dial entry 1.

In the future, you can just dial *21 to send me a
Bubble message.

To see all of your speed dial entries, just reply to
this message.



Keypad Commands



BUBBLE MOTION

Standardize one set of key commands across operators

1 Reply	2 Re-play	3 Forward
4	5 Play 'other' messages	6 Next message
7 Delete	8 More options (if needed)	9
* [Avoid using * key]	0 Help	# [Avoid using # key]

'Smart' Prompts



BUBBLE MOTION

Select default
by demographic



Move users to shorter prompts



Revenue
opportunity?

Different languages

	Female Younger	Male Younger	Female Older	Male Older	Custom / celebrity
Long (play sounds to associate)					\$\$\$
Short (sounds-based)					\$\$\$

Feature 'Teasers'



Rotate in 'wildcard' features.
Entice users to 'find' features.



* MSISDN



Reach 30 second
time-out



'Wildcard'

Press 1 to add
background music to this message
-or-
Press 2 to add canned voice to your message
-or-
Press 3 to morph your voice
-or-
Press 4 to create a speed dial entry for this user
-or-

New feature

Send 'Enhanced' Messages

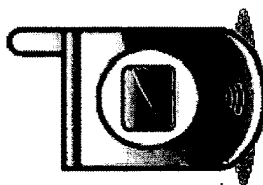


BUBBLE MOTION

Use *0* then 'Send enhanced message'.

①

0



②

Select 'send enhanced msg'

③

Press:

1 - to add background music (Bubble Karaoke)

2 - to send canned voice

3 - to morph your voice

4 - to receive delivery confirmation

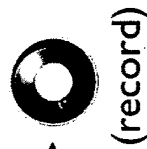
(extensible)

④

Select music (voice rec?)

Select canned voice

Select voice effect



(record)



(send)

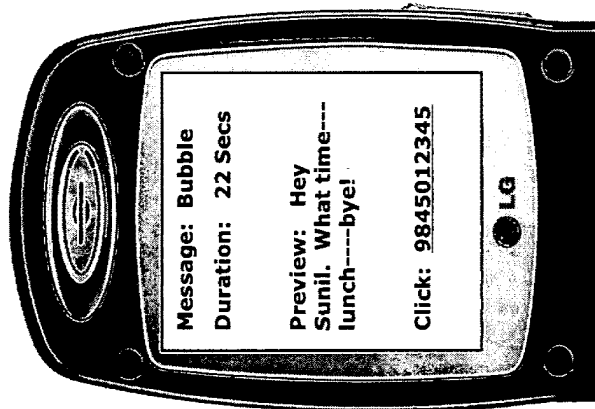
Optional Features



BubblePREVIEW

(speech-to-text in SMS)

SIM app



BubbleCONNECT

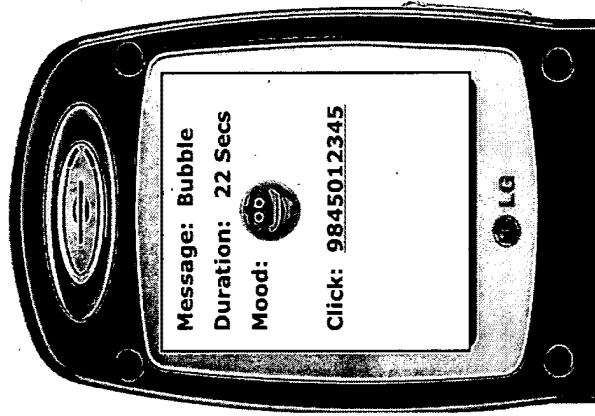
(random chat)

BubbleTOGETHER

(conferencing)

BubbleCONS

(signify mood)



Pepsi Marketing Example



BUBBLE MOTION

1. **Pepsi wants to send a promotional message to users**
2. **BBM and Pepsi negotiate \$ terms (i.e. per message fee)**
3. **Pepsi + BBM collect phone numbers (opt-in only):**
 - Pepsi.com web site – web widget that says ‘Send me Bubble’
 - Instruct users to dial 650-PEPSI-1 to sign up (catch caller ID)
 - Instruct users to text ‘PEPSI’ to 282253
4. **BBM provides Pepsi with username, password for BBM broadcast site**
5. **BBM provides Pepsi with ‘activation code’ to enable broadcast**

Pepsi - Broadcast Page



BUBBLE MOTION

PEPSI

Welcome admin

[User Admin | Log Out | Change Password]

:: BubbleCast ::

:: Reports ::

:: Subscriber ::

Audio File

*

MSISDN File

* <=(1 MSISDN number/line)

SMS Text:

* <=(160 characters only)

Activation code

Make sure you uploaded Audio file, MSISDN file and entered SMS Text and then click 'Broadcast' below.

>>> [Broadcast] <<<



- General
 - Free retrievals
 - Web content 'widget'
 - 'Send free' from web
 - Personal announcements (**#)
- Broadcasts
 - Celebrity
 - Politician paying to reach voters
 - Advertiser soliciting feedback
 - Government – feedback/suggestion boxes
- Seeded content
 - Jokes and forwardable content
- Special greetings
 - Topical messages – festive greetings
 - Festive greetings (operator to sub)
- Offers:
 - Trial period offers (youth / low SMS users)
 - Trial packs for heavy voicemail/MMS/ PTT users
 - Bundle product with other VAS
 - Time/day-based offers
- Sweepstakes / contests
- Referrals
 - Chain mail
 - Referral offers
- Segmentation
- Features
 - Group messaging
 - Song dedications
 - Voice alerts
 - Voice chat
 - Voice polling
- Leverage existing operator communications
 - Customer service call-in
 - Billing inserts
- On-site account Bubble presence
- Contests / competition between 'circles'

Web Mock-up

BUBBLE MOTION

Hi Jean,

Welcome to bubble fun. If you need help, please click here. For the latest promotions and updates on bubble talk services, please click here.

From	Mobile Number	Received	Action
Cindy Tan	97898785	10/11/2006 08:10am	Play Forward Delete Record Reply Assign Speed Dial Delete User Group
Michael Chia	97898785	10/11/2006 08:10am	Play Forward Delete Record Reply Assign Speed Dial Delete User Group
Melody Chen	97898785	10/11/2006 08:10am	Play Forward Delete Record Reply Assign Speed Dial Delete User Group
Chrissy Para	97898785	10/11/2006 08:10am	Play Forward Delete Record Reply Assign Speed Dial Delete User Group
Chrissy Para	97898785	10/11/2006 08:10am	Play Forward Delete Record Reply Assign Speed Dial Delete User Group
Melody Chen	97898785	10/11/2006 08:10am	Play Forward Delete Record Reply Assign Speed Dial Delete User Group
Chrissy Para	97898785	10/11/2006 08:10am	Play Forward Delete Record Reply Assign Speed Dial Delete User Group

[Next]

Legend: Actions in grey are currently disabled.

Play
 Forward
 Delete
 Record
 Reply
 Assign Speed Dial
 Delete User Group

PATENT APPLICATION SERIAL NO. _____

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
FEE RECORD SHEET

02/02/2007 TBESHAM1 00000021 60898678

01 FC:2005

100.00 OP

PTO-1556
(5/87)

*U.S. Government Printing Office: 2002 — 489-267/00033