

## TringMe.Com facilitates common man to make International call from mobile device

*After successful launching of web-based SIP phone, enterprise and consumer centric web-based toll-free service now Tringme has launched Mobile-VoIP technology which facilitates common man to make International call from mobile device*

Banglore, Karnataka, IND, 2008-04-06 12:17:15 (IndiaPRwire.com)

VoIP has been a boon for long distance internet telephony for quite a while now even-though it's mainly accessible from PCs. A key problem which hasn't been well-attended so far is a way for a common man who doesn't have a PC to use VoIP (popularly known as 'internet telephony') to make really cheap worldwide calls. Mobile-VoIP can be an answer to this problem since mobile penetration rate is increasing by many folds every year. In India alone, there are over 200 million mobile users compared to 5 million broadband users. However existing Mobile-VoIP solutions (including one previously introduced by TringMe) really cater to Smartphones and rely on GPRS or 2.5/3G (data network) connections, a combination that isn't in the reach of a common man. Statistics show that :In developing countries like India, more than 80% mobile users do not have data connection on their mobile. And for the remaining ones who have it, data connection is poor to have any effective real time communication like VoIP. We strongly believe that to make Mobile-VoIP a common-place technology, it needs to cater to the lowest-end mobile devices, devices which can just make voice-calls and do SMS. (source: TRAI)Smartphones only constituted 10% of the total mobiles sold last year (source: Symbian market share data).

So almost 90% of mobile users (which translates to millions of users) - a fairly big share of market - are devoid of using Mobile-VoIP via their existing mobile devices. To address this market, TringMe, after successfully demonstrating Mobile VoIP from a Smartphone, is now launching a new patent pending service which allows a low-end mobile phone to make VoIP based calls without installing anything. All one needs to do is send an SMS to TringMe and it will connect you to any phone number worldwide. It's very convenient - no PC's, no smartphone, no 3G/data connectivity and no configuration - just send a SMS containing the phone number and you are connected. Couple this convenience with TringMe's extremely competitive low-price worldwide calling rates for a win-win combination. Infact, with this the call can terminate not only on phone but on any of the devices that TringMe terminates on. For e.g if a user has configured his TringMe profile to terminate inbound calls on IM (e.g. Gtalk), then sending an SMS with user's tringme address will establish the call from the caller to user GTalk client.

With this feature, scheduling calls is as easy is sending an SMS with relevant details in the body. TringMe's infrastructure takes care of establishing the call at the scheduled time.

Tringme is very excited to demonstrate this technology thereby creating a market opportunity to deliver TringMe's key offerings on a common man's low-end mobile device as well.

TringMe continues to be in the forefront of the web-based telephony space with its well-rounded portfolio. It currently provides click-to-call widgets, fully web-based SIP phone, enterprise and consumer centric web-based toll-free service, Mobile-VoIP, ability to make and receive web based

calls on phones, IMs and Web. TringMe's platform - TringSwitch - is an enterprise grade scalable platform developed from scratch to provide optimum performance for web-based telephony. We are also planning to collaborate with global players including providers, retailers etc to take this service to next level

More information of this Mobile-VOIP technology is available on <http://blog.tringme.com/>

- **END** -Visit [www.tringme.com](http://www.tringme.com) for more information

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