

Jax Say Hello adds mobile coupons, traffic reports, and driving directions

Free business directory assistance in Jacksonville uses speech recognition and agents

Jax Say Hello is a local-market, advertiser-supported, voice portal for mobile consumers covering the Jacksonville, Florida, area, reached by calling 358-3333. Jax Say Hello is a service of **Say Hello Inc.**, which specializes in local-market voice and SMS mobile search. The company uses **Nuance** directory assistance speech recognition backed up by live agents. The infrastructure is supplied by a **Voxeo** Prophecy SIP media server, which supports the VoiceXML and CCXML standards, used on JaxSayHello premises. (Voxeo also offers a hosted version). SIP (Session Initiation Protocol) trunking technology from **BandTel** is supported by the Prophecy server and allows Jax Say Hello to incorporate economical Internet telephony services, for example, for routing to agents. "Jax Say Hello has been able to harvest a double-digit percentage of the local directory assistance market in less than a year," said founder and CEO, James J. Geddes, Jr.

In May, Jax Say Hello announced the successful completion of an eight-month beta testing phase with the launch of a new version. The enhanced service of Jax Say Hello melds the most-requested tasks being demanded by mobile consumers. The voice-searchable channels on Jax Say Hello now include:

- Directory assistance for residential, business, and government listings;
- Mobile coupons ("voice clipping" of coupons allows the coupon number to be displayed to a merchant);
- Traffic reports;
- Cheapest-gas-price search;
- Driving directions;
- Weather;
- Movies;
- Lottery results;
- Sport scores;
- Horoscopes; and
- Airlines and flight schedules.

Jax Say Hello provides this service free to consumers in return for their listening to a brief, locally relevant radio-style advertisement.

Geddes added, "On a daily basis we're seeing greater than 90% repeat callers with most calling back every day for a variety of reasons such as needing real-time local traffic reports, weather forecasts, sport scores, flight status, or even to listen to new movie reviews. The business model is no longer limited to consumers wanting a business telephone number two or three times a month."

Mike Thompson, vice president at Nuance, said, "Speech recognition technology is at the core of Jax Say Hello, and is based on Nuance's most robust, comprehensive, extensible platform...Speech technology is making incredible strides as the importance of hands-free mobility becomes paramount."