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Wednesday, April 23, 2008

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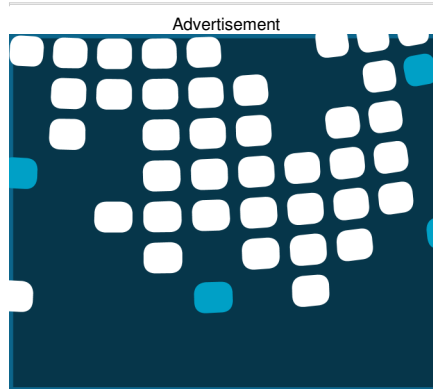
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## Nuance snares Jingle deal, V-Enable hooks MetroPCS

By Colin Gibbs  
Story posted: August 23, 2007 - 1:28 pm EDT



Nuance Communications Inc. said it will provide speech-recognition technology for an ad-sponsored directory assistance service provided by Jingle Networks Inc.

Jingle, which powers the 1-800-FREE-411 offering, said it will integrate Nuance's technology to enable users to search for local business listings by voice. Jingle claims to have the nation's largest advertiser-paid directory assistance service in the nation, generating more than 20 million calls a month.

"Automated voice search quality is rising and costs are dropping," analyst Matt Booth of The Kelsey Group said in a statement provided by the two companies. "Voice search reduces the per-call cost, and with query costs dropping, we are at the cusp of a cost threshold where proven ad models can profitably service queries."

Nuance earlier this week received antitrust approval for its \$293 million acquisition of VoiceSignal Technologies Inc., a fellow developer of speech-recognition software.

The deal is expected to close within the next two weeks.

Meanwhile, V-Enable Inc. notched a customer win for its white-label voice-activated search offering. MetroPCS Communications Inc. said it will use V-Enable technology to power a directory-assistance service providing local residential and commercial listings, maps and driving directions.

The Dallas-based carrier will offer the service free to its high-end subscribers paying \$45 or more per month.

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