



**Press Contact:**  
Vijay Chattha  
[Vijay@vsconsulting.com](mailto:Vijay@vsconsulting.com)  
415-305-6041

## **V-ENABLE Announces Web Services API to Add Local Search and Advertising Capabilities To Existing Mobile and PC Websites**

*New API Will Allow companies to Add Local Search capabilities, One of the Fastest Growing Sectors of Mobile Content. Partners Get a No-Cost Solution, Funded by Highly Relevant, Locally-Targeted Sponsored Mobile Advertising.*

**Las Vegas, NV / SAN DIEGO, Calif., March 31, 2008** – On the eve of North America’s premier mobile industry tradeshow CTIA-WIRELESS, V-ENABLE, leader in local mobile search and directory assistance services, announced today the release of its *Web Services API*, which will allow web and mobile brands to add a local search field to their sites.

V-ENABLE’s Web Services API, along with the company’s Mobile Internet Services, which allow companies to have a customized and branded local search site, show the company’s expansion into new off-deck local search services.

“Developers looking to meet the demands of local search, don’t need to search any further,” said V-ENABLE Founder Dipanshu Sharma. “Our Web Services API is a natural plug and play solution for companies that will enhance their mobile and PC-based applications without the hassle of managing complex search algorithms designed specifically for the millions of chaotic local listings or driving consumers away from their destination. All of this is provided at a cost that our partners love: free”

V-ENABLE Web Services offer capabilities very similar to V-ENABLE’s Mobile411™, a very popular on-deck application currently available on carriers such as MetroPCS, and Alltel.

V-ENABLE services offer users a powerful local search engine allowing users to search not only for more than 15 million business names and categories, but also for 150 million residential listings. Additional features such as maps and driving directions are also available.

In addition to the unique category search and residential search features, V-ENABLE’s *Web Services API* includes ad monetization through pay-per-click and pay-per-call revenue streams coming from multiple advertising providers. V-ENABLE has implemented a host of enhanced features valued by partners and consumers; including the following:

- ✓ Extensive national databases updated nightly
- ✓ Corrective Search feature that automatically fixes misspellings
- ✓ Business Name Aliasing
- ✓ Maps and driving directions
- ✓ Points of Interests
- ✓ Reporting System for real-time reporting

For more information regarding V-ENABLE's Web Services customizable search platform please go to [http://www.v-enable.com/mobile\\_internet\\_services.html](http://www.v-enable.com/mobile_internet_services.html)

#### **About V-ENABLE**

V-ENABLE is the leading service provider of automated directory assistance solutions powered by our patented voice and text based technology delivering the fastest and most accurate local search experience to the mobile environment. V-ENABLE was founded by wireless experts from Nokia, Motorola, PacketVideo and Cisco. V-ENABLE's patented multi-modal local search allows mobile users to simply speak or type any location, business or residential listing and receive contact information, maps, directions and more in a visual or audio format in seconds. Founded in 2001, V-ENABLE is headquartered in San Diego, CA. Mobile voice search applications powered by V-ENABLE technology have been deployed on ALLTEL, Leap Communications (Cricket Wireless), U.S. Cellular, and Verizon Wireless. For more information, visit [www.V-ENABLE.com](http://www.V-ENABLE.com).