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Over 150 Brand Advertisers, Media Buyers, Technology Stakeholders Participate in the First Annual In-Call Media Summit Hosted by VoodooVox

Lively Discussion and Debate on This Emerging Advertising Channel

NEW YORK ([Business Wire EON/PRWEB](#)) May 8, 2008 -- This week VoodooVox hosted the first annual In-Call Media Summit in New York City. An over capacity crowd gathered at VoodooVox's New York headquarters to discuss this exciting new advertising channel. Attendees included media buyers, brand advertisers, venture capitalists, journalists, advertising agencies, and numerous voice 2.0 telephony companies. The Summit was the first event of its kind for an industry that is rapidly becoming a significant advertising channel.

Attendees and panelists included representatives from Google, Microsoft, Bank of America, Buena Vista Entertainment, Mindmatics, HipCricket, Jingle Networks (1800-FREE-411), Emmis Communications, Adweek, TechCrunch, Jack Myers Research, Steamboat Ventures, Greycroft Partners, Limbo, Nokia, Freeconferencecall.com, and many more.

"Phone calls are the new page views," said J. Scott Hamilton, President and CEO of VoodooVox, during his opening remarks. Hamilton kicked off the event by introducing the medium, demonstrating real-life examples of In-Call Media, and explaining the evolution of telephony from its early roots to today, where consumers are enjoying new advances such as lower priced calling, interactive search, and ad-supported media in the form of news, sports, weather, and promotions.

Following Hamilton's opening remarks, the first panel featured six advertising and media business panelists, including Howard Handler, formerly of Virgin Mobile, who explained the Sugar Mama initiative that offered consumers free phone minutes in exchange for viewing ads. Editors from TechCrunch and Adweek cited that one of the keys to the success of this new medium will be 'fair value exchange', where consumers gain value by agreeing to listen to advertising, and in return, advertisers are able to target highly defined direct markets.

The next panel moderated by Gregory Wester, VP of Product and Strategic Development, probed the details of how brands and agencies are using In-Call Media for a wide variety of marketing and advertising applications including: Direct Response, Mobile Marketing, Awareness Building, Event Support, Product Sampling, and Multi-Cultural marketing.

Jordan Greene, head of mobile marketing at Mindmatics, a full service mobile marketing company, discussed how In-Call Media added a fresh element to a recent mobile advertising campaign for a leading CPG brand and spoke to In-Call Media's higher conversion rates compared to traditional online and mobile web banners.

Dinamarie Borcky, a representative of the Multicultural Marketing division of Bank of America used In-Call Media to reach potential Hispanic credit card customers and described explained that she was very happy with her experience in the medium as the campaign was innovative and the results were "great." As Bank of America moves to more interactive marketing, she explained that VoodooVox and In-Call Media would

“ Phone calls are the new page views ”

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CONTACT INFORMATION

VSC PR for VoodooVox
 Vijay S. Chattha,
 415-305-6041
vijay@vsconsulting.com

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be a key element in reaching her target consumers.

Jeffrey Pray of Starcom MediaVest spoke to the bottom line impact of a past In-Call Media campaign. He cited a 3rd party research study showing that those consumers exposed to In-Call Media were found to be 20% more likely to express interest in buying tickets to the advertised movie.

Other panels highlighted new advances in telephony services featuring creative new phone services such as RHBrands' Rejection Hotline and SayNow's voice-based music fan service.

"I believe we achieved our goal in bringing the In-Call Media industry together in a way that was participatory, interactive, and engaging. There's a long way to go in creating awareness of In-Call Media, but the Summit was a great step for all of us," concluded Hamilton.

About VoodooVox

VoodooVox™ is an advertising, technology and services firm that has created an international marketplace for In-Call Media. The company enables the creation and delivery of interactive audio media into the massive telephony market. VoodooVox has developed technology that combines Web marketing techniques with the unique qualities of the phone network.


The company's proprietary In-Call Network Exchange (ICNx) provides the mechanism for call publishers to bring their telephony applications to the network and instantly access a robust advertising market. Advertisers, in turn, enjoy simplified access to hundreds of millions of calls from a diverse network of call publishers through the ICNx.

VoodooVox is backed by venture capital investors such as Apax Partners, Steamboat Ventures, Softbank Capital, and Village Ventures.

www.voodooovox.com

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