About Yap

Company Facts

• Award winning platform for freeform speech recognition
• Founded in 2006, commercial operations since 2007
• HQ in Charlotte with offices in Boston & Silicon Valley
• Hosting: Redundant US telco data centers
• VC funded: $8m Series 1/A closed in 2007-2008
• Over 50 US patent filings pending
• Experience from AT&T, General Dynamics, Intel, Marvell, Siemens, SpinVox, Verizon, etc.; worked on Dragon/ViaVoice

Investors

• SunBridge Partners
• Harbert Venture Partners
• Pittco Capital Partners

Experienced Management Team

• Timothy Biltz: Chairman – Chairman iPCS, Director NTELOS
• Igor Jablokov: CEO – 10 year IBM veteran, Chairman VXML
• Jeff Adams: VP Research – Nuance, L&H, Kurzweil, NSA
• Rick Terrell: VP Engineering – NVIDIA, PortalPlayer, Zenith
• Felix Gofman: VP BD/Sales – 10 year Nuance veteran
• Larry Heck, PhD: Advisor – EVP Microsoft, Yahoo!, Nuance
Felix it's Holly over at Hutchison Law group returning your call. I should be in the office for the rest of the day until 6 or 630. And I will be enough all the rest the week other than Friday so please give me a call at your convenience. 919-829-0000 thank you.

Hello John this is Barbara Bush calling for voice internet we had a meeting at 1 o'clock today. I told your home office but I got no answer. Anyway give me a call back on my office phone 310-444-0000 there for awhile in case you get back. Or try myself 310-345-1736 thanks bye bye.

Hey Vic this is Tim I just wanna let you know I'm not gonna be able make the call today. Unfortunately I've got something I just can't get out of. I'll check with you tomorrow morning when I get back I'm traveling back tonight. And my meeting to run over thanks.

Felix it's Holly over at Hutchison Law group returning your call. I should be. In the office for the rest of the day until. 6 or 630. And I will be enough all the rest the week other than Friday so please give me a call at your convenience. 919-829-0000 thank you.
Who are typical end users?

<table>
<thead>
<tr>
<th>Customer Profile</th>
<th>Feature Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age, Education &amp; Gender:</strong></td>
<td>Reading Voicemail in Email or SMS:</td>
</tr>
<tr>
<td>Male</td>
<td>71% Extremely useful</td>
</tr>
<tr>
<td>Ages 25-44</td>
<td>92% Useful or better</td>
</tr>
<tr>
<td>4 Year or Grad Degrees</td>
<td></td>
</tr>
<tr>
<td><strong>Income:</strong></td>
<td>Usage Scenarios:</td>
</tr>
<tr>
<td>&lt; $60,000</td>
<td>84% use in business settings</td>
</tr>
<tr>
<td>$60 - $90,000</td>
<td>67% use in social settings</td>
</tr>
<tr>
<td>$90 - $120,000</td>
<td></td>
</tr>
<tr>
<td>$120,000+</td>
<td>Speed of Consumption:</td>
</tr>
<tr>
<td></td>
<td>&gt;300% faster than listening to VMs</td>
</tr>
<tr>
<td><strong>Top Professions:</strong></td>
<td>Typical Product Offerings:</td>
</tr>
<tr>
<td>Small business owner</td>
<td>3 SKUs: $4.95/$9.95/$24.95/Month</td>
</tr>
<tr>
<td>SW, HW or Internet</td>
<td>20/40/Unlimited VM Conversions</td>
</tr>
<tr>
<td>Sales</td>
<td>Overages @ $0.25/Message</td>
</tr>
<tr>
<td>Mkting, Ad &amp; PR</td>
<td></td>
</tr>
</tbody>
</table>

3/27/2009 Yap Confidential
Crowded Market

- CallWave
- GotVoice
- **Nuance**
- PhoneTag
- **SpinVox**
- YouMail
- Etc.
Step 1: Audio recording via existing methods: voicemail, mobile, contact center, etc.

Step 2: Audio transmission via secure API for advanced “waterfall cluster” processing

Step 3: Rich textual results are returned in near real-time for presentation to end users via email, SMS, web, etc.

Requires server–side API integration
Freeform Recognition is Non-Trivial

signal

phonemes

words

phrase

I speak to my ...

Acoustic model

Lexicon

Language model
**Automation vs. Human “QA”**

- **Faster response** times & reduced latency
  Result in seconds is more useful than that in minutes

- **More economical** than manual methods
  Increases margins and net revenues

- **Easily scalable** as volumes increase
  Provisions to millions of users with a button push

- **Secures end user** privacy
  No exposure to sensitive private or professional data

- **Telco grade** to ensure service consistency

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Phone audio quality, local dialects & proper nouns means a large percentage of messages require human “touch-up” to meet business level quality.
VM2T systems often corrupt audio!

- Gaps in Speech
- Noise Gates
- Signal Attenuation
- White Noise
Yap focuses on mobile apps

- **Messaging** (email, IM, SMS, social, etc.)
- **Search** (general, LBS, video)
- **Enterprise** (analytics)
- **Public safety**
- **Games & entertainment**

Simple integration via SDKs for Android, BlackBerry, iPhone, Java, Symbian, & Windows
“Why type when you can Yap?”

–San Francisco Chronicle

www.yapme.com