



PageOne launches Voiceblast

*Dial-in phone service for delivering recorded voice alerts
immediately available in the UK*

London, 25 August, 2009 - [PageOne](#), the UK's leading provider of mobile messaging solutions to the public and enterprise sectors, announces the immediate availability of Voiceblast, a service that can quickly and simultaneously send a personalised voice message to the landline or mobile number of thousands of people within an organisation. Combined with PageOne's SmartGroups, which allow users to set up predefined groups of individuals, it offers a powerful and flexible means of delivering high-volume broadcast information to multiple devices independent of network.

Voiceblast has been designed to offer organisations the option to extend the power of group messaging, by adding a voice messaging capability to their critical communications plan. With secure pin access and their own dedicated 'blast' number, Voiceblast equips organisations with a high capacity messaging resource to complement and enhance their existing incident management messaging infrastructure. Features include the ability for the recipient to accept or reject a 'blast' message and real-time graphical reporting of the number of calls accepted, rejected and busy.

As with PageOne's existing text messaging offering, Voiceblast offers plenty of capacity to SmartGroup administrators, allowing up to 10 Voiceblast groups to be created per account, with each group containing up to 9999 members. Furthermore, the system offers the option of prerecording up to 99 voice messages of up to 40 seconds in length that can be saved and sent out when required as part of an immediate initiated response strategy.

"Voiceblast represents an excellent way of delivering up to the minute recorded information on the status of an incident or the emergence of a new threat," says

Chris Jones, CEO, PageOne Communications. "Voiceblast is the perfect tool for situations such as a potential swine flu outbreak where only voice can convey the current seriousness of an event."

As Voiceblast can be used from any touch-tone telephone, it doesn't matter where an administrator is geographically when recording a message, adding immediacy and flexibility to the service. Aligned to this flexibility is the security of the service, which requires the administrator to input a PIN number before recording any message. The system is fully configurable, with administrators able to set the number of attempts that are made to contact a recipient and the time period in which to make those attempts.

For further information and the latest information on Voiceblast go to www.pageoneflare.com

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About PageOne. www.pageone.co.uk

PageOne is the leading provider of award-winning wireless messaging solutions to the public and enterprise sectors. It has a proven track record of introducing innovative products and services and owns and operates a UK-wide paging network and provides business SMS messaging solutions; PageOne Paging and PageOne Connect respectively.

All PageOne systems are powered by the company's own flexible platform Oventus, developed to enable the seamless integration of mobile messaging across different networks and technologies. These services have consistently been designed to meet and exceed the demands of an increasingly mobile environment, providing reliable and cost effective communications to thousands of organisations across the government, NHS and major corporate sectors.

Note to editors

The PageOne name is written as one word with a capital 'P' and capital 'O'.

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