

▶ BrightArrow® Digital Voice Dialer 2012

The world's easiest and most cost-effective mass notification system

OVERVIEW

Digital Voice Dialer is BrightArrow's mass notification system to call people and easily deliver pre-recorded voice, SMS text and e-mail messages.

Digital Voice Dialer includes **BrightArrow Target**, its flexible web interface using hosted servers, delivering reliable and instant voice notification at a much lower price than other dialing services.

For important messages, e-mails alone are usually insufficient. E-mails get buried and go unnoticed, and batch e-mails are often rejected by filters. In addition, people don't always check their e-mails frequently enough to receive urgent information.

Telephone calls remain the most reliable way to reach somebody with urgent or important information, as people will either answer their phone or check their voice mails periodically. Unfortunately, it is very time-intensive to manually make the same call to a large number of people.

Digital Voice Dialer delivers an easy-to-use interface for retrieving phone numbers from your database, and notifying groups of people of appointment reminders, fees due, products or services available, or even emergency conditions. It includes remote functions to launch voice notifications by calling a toll-free phone number.

The software automatically dials a pre-defined list of phone numbers and speaks an audio message to the recipient or their voice mail. It also delivers SMS texts and e-mail messages.

Using Voice-over-IP, the system provides optimal price/performance with unprecedented speed, reliability and features.

If your message is important and must be delivered in a timely fashion, Digital Voice Dialer is the best solution for you.

BENEFITS

Features an easy-to-use **Target Web interface** for fast access from anywhere, including **Smart Phones**.

Calls, e-mails and texts to mass deliver messages to any pre-defined list of people.

Delivers tens of thousands of calls quickly.

Customizable voice messages are typed or recorded, and can include the callee's names, appointment times, amounts due, deadline dates, or other information.

HIGHLIGHTED FEATURES

Import function to quickly populate dial lists with data from your contact database

Messages can be composed of recorded audio or Text-to-Speech for speaking names

Dial lists can be pre-scheduled, and even automatically delivered daily

System can manage any number of lists

Dial results are delivered to an administrator in an easy to read e-mail report

Fast and accurate detection of human voice vs. an answering machine, thus reliably delivering full messages

Auto-redial for "busy" or "ring no answer"

Hosted Web interface for easy usage, as well as optional on-site Window component for tight security and data integration



Phone: 800-649-9660
E-mail: Sales@BrightArrow.com
www.brightarrow.com

BrightArrow Technologies, Inc.
15513 NE 52nd Street
Redmond, WA 98052
USA

▶ Details: BrightArrow Digital Voice Dialer 2012

▶ VOICE DETECTION

Unique to Digital Voice Dialer is BrightArrow's proprietary **automatic voice detection** to intelligently distinguish between a live person answering the phone versus an answering machine. The accuracy of determining when to speak the message is significantly higher than other services; therefore the percentage of messages delivered is the highest on the market.

Remember your appointment at 2pm tomorrow with Dr. Kim

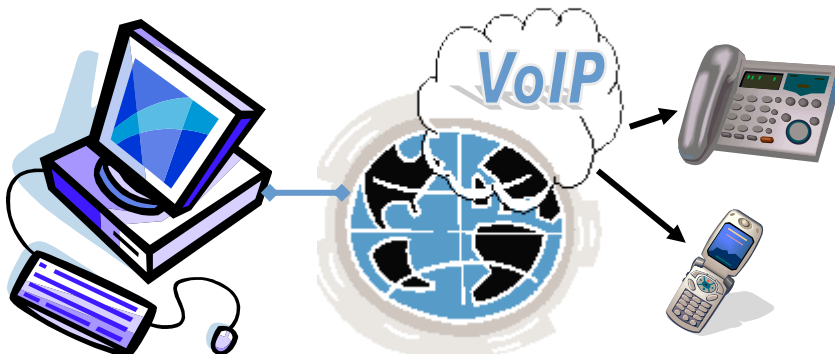


▶ VOICE OVER IP (VoIP)

Unlike traditional dialers or dialing services that use actual telephone lines from the public telephone network, Digital Voice Dialer uses Voice-over-IP. With this approach, costs are lower because a Voice-over-IP call does not require the extensive

hardware or carry the tariff overhead that calls from other dialing services that use PSTN (telephone network) incur. With Digital Voice Dialer, your calls originate from various geographical locations, creating better resiliency and the ability to reach your call recipients through more telephone links than calls originating from one or a few sources. You end up with the ability to reach the largest number of people quickly, yet pay the lowest possible price using a methodology that is growing exponentially for voice communication.

Voice over Internet Protocol (VoIP) works by the software and/or the web interface sending voice messages to your dialing list securely over the Internet, to be converted to a telephone connection at the destination so the party answering their telephone can hear the message. The Internet is actually one big data network and the dialer message is in fact data. VoIP simply bridges the big data network to your telephone. The BrightArrow system manages the VoIP



connection as you load and organize lists and schedules, for daily usage, or in preparation for launching emergency dials from a telephone if necessary. By using VoIP, the system delivers the same quality as the traditional dialing approaches offered by the other dialing services, but this approach is more scalable and cost effective.

With Digital Voice Dialer, it is no longer "you get what you pay for," because our system has broken the barrier of technology to deliver you more, for less.

▶ DETAILED FEATURE LIST

With over ten years of underlying product development, BrightArrow Digital Voice Dialer offers one of the most flexible and powerful notification systems available anywhere. **Features include:**

- **BrightArrow Target** Web interface to easily manage lists, record messages, and launch dials.
- Can include any combination of phone numbers and e-mails for the right mix of voice, e-mail and text messages.
- Ability to pre-schedule dials, or launch them immediately.
- Rich data mapping features to read text file (comma-delimited) lists, and can even accept database (ODBC) commands.
- Detailed reports are e-mailed upon completion of the dial, showing every call attempted, with the name, number, time, whether the message was delivered, and if not delivered, the reason for non-delivery.
- Call bursts can be initiated via dial-in, at any time from anywhere by authorized users,
- even during Internet outages.
- Messages are recorded by the system using your telephone.
- Delivers messages to cell phones, home phones, or e-mails.
- Voice messages can optionally use a computer-generated voice to speak callee-specific details such as the appointment times, names, dollars, or dates.
- Can automatically play different messages for different languages.
- Allows an unlimited numbers of groups for dialing subset lists.
- Automated logic for hands-free synchronization of groups with the latest contacts and numbers.
- Regularly scheduled calls (such as appointment reminders or collections calls) can occur automatically.
- Any number of users can be created; a user can access the system without seeing other users' list; admin user sees them all.



For More Information...

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▶ BrightArrow® Target Web Interface

Digital Voice Dialer's Web Interface

TARGET WEB OVERVIEW

BrightArrow Target is Digital Voice Dialer's remotely hosted mass notification Web interface for fast and easy automated calling and notification. It quickly delivers pre-recorded voice messages or reads typed text using a computer-generated voice. In addition, it can send e-mails and text messages. Synchronized with the on-site automated functionality of Digital Voice Dialer, this companion interface provides a simple and reliable mass notification at a fraction of the cost of competitive services.

Target uses contact lists acquired from your contact database to instantly notify customers of appointments or meetings, prospects of opportunities, suggestions to renew or purchase new products, or even notification of overdue fees or invoices.

From the Target interface, an authorized user can easily launch a mass notification by recording their message and loading or selecting a list of contacts. The system then quickly dials everybody in the list, speaking the pre-recorded (or typed) message to the recipient or their voice mail. It also delivers e-mails and text messages.

Automatic synchronization with the on-site Digital Voice Dialer keeps the hosted service up-to-date with your latest contact information. The system reads contact lists generated from your appointment, collections, or product announcement database and populates the various lists based on criteria such as date/time, appointment details, suggested action, deadline, native language, geographic location, time zone, or even dollar amounts. The system can differentiate groups by user so that different users can have access to different lists and sub-lists.

BENEFITS

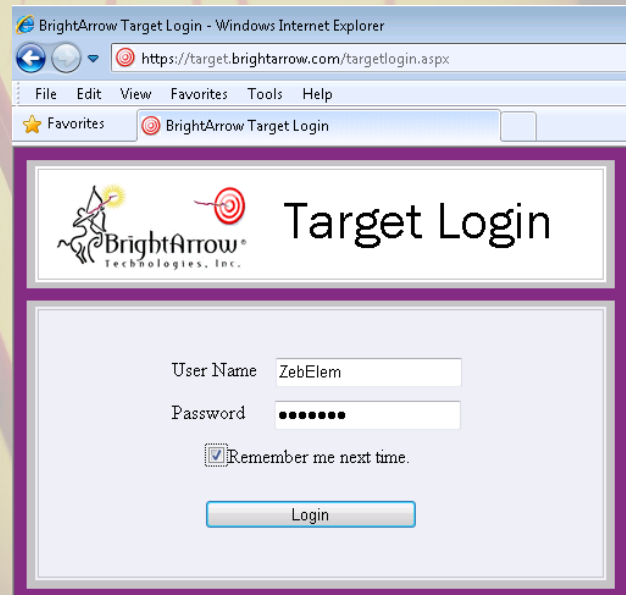
Fast, easy and accessible for authorized users; no training necessary (but available).

Includes an 800-number dial-option to launch calls when Internet is not available.

High volume mass notification using voice, SMS text and e-mail.

Secure Web login accessible from anywhere by authorized users.

Your organization can have an unlimited



number of users to separate and control access to different groups and lists.

Synchronizes with your databases for automated updates and dialing.

On-site component can automatically split master lists into sub-groups.



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BrightArrow Web-based Dialing. Easy as 1-2-3.

STEP 1: CHOOSE A LIST

Step 1. Create or Select a List. After logging into the system, the "My Lists" window displays lists that you previously configured, and lists that were automatically loaded by synchronization with your contact database.

Select	List Name	List Details
<input type="checkbox"/>	ibaca High School	
<input type="checkbox"/>	ricitoni Junior High	
<input type="checkbox"/>	ill Street Middle School	
<input type="checkbox"/>	anstimonia Elementary	
<input type="checkbox"/>	erryweather Falls Elementary	
<input type="checkbox"/>	inske Elementary	
<input type="checkbox"/>	nloshi Lake High School	
<input type="checkbox"/>	ansamocini Middle School	
<input type="checkbox"/>	inkle Demayho Elementary	
<input type="checkbox"/>	South Baskerville Elementary	377
<input type="checkbox"/>	Triuwani Junior High	1042
<input type="checkbox"/>	Zebulan Vance Elementary	284

STEP 2: CREATE YOUR MESSAGE

Step 2. Create Your Message. By clicking *Create a message*, you can either record your message from a telephone, or type in a message so that it will be spoken using a computer-generated voice.

STEP 3: LOAD YOUR CONTACTS

Step 3. Load Your Contacts. You can either select a list that was already loaded, or import a contact list using the comma-delimited file exported from your contact database.

Phone number	ID #	Name	E-mail
617-349-3140	23540	Patricia Adler	
617-234-2093	23550	Neil Austin	
617-263-2893	25120	Angeline Baetz	
617-293-2918	25320	Bernice Baggett	
617-929-2093	25222	Alvina Balko	
617-818-9298	25452	James Barkoot	
617-633-2345	26119	Marsha Bauer	
617-923-9028	29399	Heidi Bauermeister	
617-180-2930	28388	John Baumgarten	
617-929-1029	29387	Eileen Beaugrand	
617-939-1803	28779	Howard Behrman	

GO: START YOUR DIAL

Go. By clicking on "Start Dialing Now," the system immediately launches the voice calls, e-mails and text messages to your list recipients. It shows you the calling status as it delivers the messages, and sends you a nicely-formatted report when it is done.

Select	Status	Phone/Email	Contact Name
<input type="checkbox"/>	Complete (live)	617-349-3140	Fleming, Sharon
<input type="checkbox"/>	Complete (live)	617-349-3140	Weirmeir, Allen
<input type="checkbox"/>	No Answer	617-349-3140	Adler, Patricia
<input type="checkbox"/>	Complete (live)	617-234-2093	Austin, Neil
<input type="checkbox"/>	Complete (live)	617-263-2893	Baetz, Angeline
<input type="checkbox"/>	Dialing	617-293-2918	Baggett, Bernice
<input type="checkbox"/>	Complete (vmail)	617-929-2093	Balko, Alvina
<input type="checkbox"/>	Busy	617-818-9298	Barkoot, James
<input type="checkbox"/>	Complete (live)	617-633-2345	Bauer, Marsha
<input type="checkbox"/>	Dialing	617-923-9028	Bauermeister, Heidi
<input type="checkbox"/>	Complete (live)	617-180-2930	Baumgarten, John
<input type="checkbox"/>	Dialing	617-929-1029	Beaugrand, Eileen
<input type="checkbox"/>	Complete (live)	617-939-1803	Behrman, Howard
<input type="checkbox"/>	No Answer	617-932-1388	Benson, Tom
<input type="checkbox"/>	Complete (live)	617-823-2908	Berg, Nancy
<input type="checkbox"/>	Complete (vmail)	617-522-2838	Berner, Justin



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