

# IMfree



## Push to Talk

## What is IMfree

IMfree is a new mobile telephony service based on Push-to-Talk technology. This service can be compared with chat and Instant Messaging, only the messages are not typed but spoken with mobile phones or PC's. With a simple push of the button a conversation can be set up with one or more persons. The connection is always up, just like a walkie-talkie. Because you and your contacts are constantly on-line, you instantly see who is available in your contact list.

IMfree is an easy, unique and efficient way to communicate with colleagues and friends.

## How does IMfree work

IMfree interacts with the standard Push to Talk application that already is installed on many Nokia phones. This application can communicate with the IMfree server in a way that one-on-one and one-to-many conversations are possible.

Users need to have a GPRS or UMTS subscription or package. It is easy to make a contact list with persons or groups. By selecting a person or group, one can start talking to them with a push of the button. Instant talking without dialling a number.

IMfree is also available for PC's and PDA's, so even if you don't have a mobile phone at hand you can participate in conversations with your PC. IMfree has developed a software application that can easily be installed on a PC or PDA.

IMfree is operational all over the world, this in contrast with real walkie-talkies.

Finally, the connection stays open free of charge. IMfree does not charge for minutes, only data usage.

## Wat does IMfree cost

IMfree is cost efficient. With a fixed subscription fee, a person has unlimited access to the service. The additional costs depend on the data costs your provider charges you. Furthermore, you only pay for active usage, not for waiting or the silences in a conversation.

One can talk for app. 20 minutes per MB.



[www.imfree.nl](http://www.imfree.nl)

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## Advantages of IMfree

- fast; instant talking without setting up a connection first
- group conversations; talking with several persons at the same time
- Presence indication; see who is online or does not want to be disturbed (like Messenger programs on the PC)
- PC link; also possible to join talks with a PC
- existing network; no new infrastructure, IMfree uses the existing (GPRS, UMTS and WiFi) networks from the telecom operators
- international coverage
- cost efficient; only charges for data when talking, not for silences or waiting for an answer
- Expandable with extra functionality

## What is Push to Talk

Push-to-Talk can be compared with walkie-talkie, but then with normal mobile phones or PDA's. Speech is transferred to data and sent over the mobile Internet (GPRS, UMTS or WiFi). The receiving device unwraps the data package and plays the original message. You just push a button on your phone and start talking. While you are speaking the "speech data" is already sent. This is called streaming. The spoken words are delivered immediately without needing to finish your sentence first. When you are done talking, just release the button. A short tone is heard indicating the receiver that the message is over so he can respond.

Push-to-Talk does not set up a connection like normal telephony. This enables people to start talking immediately. A software application is installed on mobile phones or PDA's. Persons are put into a contact list, comparable with

"buddy lists" from Instant Messaging programs like MSN or AOL Messenger. It is possible to have a conversation with multiple persons at the same time. A strong advantage. You can also see if contacts are available or don't want to be disturbed.

## Target groups for IMfree

- organisations with significant mobile communication between colleagues
- organisations with a lot of conference calls
- organisations that want to distribute spoken information to certain groups at once

### Examples (companies and organisations):

- couriers, taxis and public transport
- surveillance, service- and installation companies
- transport, warehousing and goods handling companies
- project organisations (trade fairs, events, conventions, etc.)
- construction
- health care

### Examples (practise):

- sales talks
- communication with reps in the field
- planning (planner instantly sees who is available for a job)
- announcement or news flash to employees
- information feedback (feedback to a centralised control unit after finishing a activity)
- ask questions or pose a problem to a group of co-workers



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