

# PREMIERECALL<sup>SM</sup>

## OPERATOR-ASSISTED CONFERENCING



WHEN YOUR EVENT REALLY MATTERS...

### SoundByte Digital Replay Services

SoundByte provides a means of recording an operator-assisted conference and allowing people to listen to it via phone after the live conference has concluded. The primary reason to use SoundByte is to accommodate participants who were not able to join the live event at its scheduled time. Typical forums that benefit from making a replay available are:

- Investor Relations Events
- Training and Seminars
- Press Conferences
- All Hands / Employee Meetings
- Internal and External Company Announcements

Premiere Conferencing offers three SoundByte levels, each designed to meet various applications. SoundByte Basic provides a feature rich option that can be used on a regular basis when simplicity is important. SoundByte Deluxe offers dedicated phone numbers and the ability to receive a related fax or transfer to a phone number at the client's facility. Custom SoundByte offers a multi-level caller menu to access multiple replays associated with one passcode.

### SoundByte Options:

- Digital record of a live PremiereCall Event or PremiereCall Auditorium conference
- Passcode access that can be the same as the live conference or host-defined

For simplicity the passcode can be the same as the conference or can be changed to an available passcode requested by the host.

- Voice Capture to gather information on the listeners

Name, company, phone number, e-mail and other information can be gathered from the listener before or after the call. Data is transcribed and provided as a report for the host at the end of the replay. (Deluxe and Custom only)

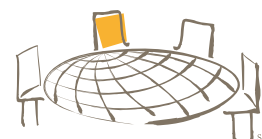
- Usage Reporting

A report can be provided with the date, time, and originating phone number (when available) after the replay has ended. (Deluxe and Custom only)

- Custom Introduction and Closing For the Recording

A voice message can be recorded by the host, presenter or by Premiere Conferencing staff to provide a short introduction or closing.

- Toll and Toll Free Access
- 7/24 Availability of the Replay
- Dedicated Phone Numbers (Deluxe Only)
- Fax On Demand (Deluxe Only)
- Transfer to a Phone Number at the Client's site (Deluxe Only)
- Multi-level Replay Menus (Custom Only)



Premiere Conferencing



## Premiere Conferencing

### SoundByte Basic

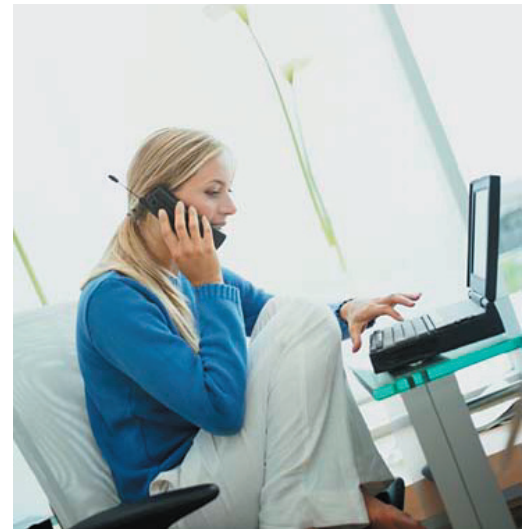
SoundByte Basic is easy for the listener to access, and typically is available within 30 minutes of the event's conclusion. Using a consistent toll or toll free phone number, the listener simply enters the event's passcode to hear its recording. The listener can rewind, fast forward or pause the recording using the telephone keypad.

### SoundByte Deluxe

SoundByte Deluxe includes all the same features of SoundByte Basic but offers three additional features. The first feature is the ability to have a dedicated toll free number for access to the recording. Using a dedicated number streamlines the caller experience with direct access to the recording without the need to enter a passcode.

The second additional feature is the ability to have the caller transfer to a phone number at the client's site. This feature provides an immediate solution for the caller who has questions, wishes to make a purchase, or needs other assistance.

The third additional feature is Fax On Demand, which allows the listener to have a related fax sent to a fax number the listener designates. The host provides the fax content prior to the event.



### SoundByte Custom

SoundByte Custom provides all the features of Basic, but adds another dimension with a menu-driven system. The menu allows the host to organize multiple recordings in tiers (such as by date or other category), so the listener can easily find a given recording. The listener uses the telephone keypad to navigate the menu and listen to one or more of the available recordings.

SoundByte Custom is often used for related events, such as press conferences, or those in a series.

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