

## In the News

### DEBUT OF MOVIDILO

#### **The voice services expert looks for business in mobile technology** *Expansión – Tuesday March 25, 2008*

The Spanish voice recognition applications firm is expanding its business with a platform that turns handsets into more than just a telephone.

E. ARRIETA. Madrid.

Have you ever asked yourself who is behind the voice on an answering machine? There is a company in Spain that has spent the last eight years trying to make the work of many different companies more flexible through voice recognition services that seek to become increasingly more concise, understandable and effective, while remaining close and pleasant for the general public.

This is the case of Ydilo, a group founded in the year 2000 by Javier Álvarez Vara, the company's chairman. Nowadays, Ydilo employs a workforce of around 125 people, has a turnover of over 10 million Euros a year and has been making profits since 2004.

All this has led the firm to seek new forms of expanding its business: diversification and internationalisation.

“Voice technology has its market that we are not about to leave, but the arrival of 3G technology has led to new opportunities for both customer care services – our traditional market – and other value-added services”, explains Álvarez Vara.

Hence, Ydilo maintains its 3,000 ports with speech recognition technology through which it deals with over 120 million calls per year, with daily peaks of up to 600,000 calls, but has created Movidilo, a subsidiary company, to begin marketing multimedia solutions for mobile phones.

#### **New times**

Movidilo is the name of the platform developed by Ydilo engineers over the past three years. The system offers options for mobiles such as the self-management of loyalty programmes, bills, contracts, balance top-ups and any other possibilities operators wish to offer. In other words, an automated customer care service in which users can control their relationship with the operator at all times and operators can offer their customers a much cheaper service than the traditional call centres, as no employees or premises are required.

Another possible application of Movidilo involves banking transactions (transfers, payment of instalments or payments, purchase of shares, account information, etc.).

It also permits the downloading of films, music or information, along with the purchase of tickets and access to street maps and leisure or restaurant guides. For telephone operators, this type of service offers a new way of increasing the average revenue per user (ARPU).

Moreover, mobile multimedia solutions provide a great opportunity in the field of segmented advertising, a business that is expected to turn over revenues of 80,000 million Dollars by 2010.

“We do not aspire to becoming a content provider. Our natural customer is the operator and the use subsequently made of the Movidilo technological platform depends on them”, says Álvarez Vara, “We have just launched Movidilo and have already secured two important customers”.

### **International Adventure**

Last September, Ydilo opened its first office abroad in the United Kingdom and Miami (USA) is the target for forthcoming months.

Among the main customers of the Spanish company are firms such as Vodafone, Orange, Ono, the banks ING and Banesto, Aena and the Spanish Traffic Authority.

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Movidilo is the platform offering various options for mobiles.

Movidilo offers the self-management of areas such as banking services and the purchase of tickets.

For operators, the system promises to increase the average expenditure of their customers (ARPU)

### *The Company*

- Ydilo is a voice recognition technology company, i.e. intelligent automatic answering machines.
- It deals with more than 120 million calls a year.
- It has just created a subsidiary known as Movidilo to develop multimedia applications for mobiles.
- It employs 125 people and has a turnover of over 10 million Euros a year.
- It opened an office in the United Kingdom last September.