

## yu launch voice SMS service in Kenya

NAIROBI: yu, the mobile phone brand of Essar Telecom Kenya and Kirusa, a global developer of mobile value-added services, this week announced the launch of a voice SMS service in Kenya. The service is available to all yu subscribers, on all mobile handsets, and allows them to send and reply to messages by voice.

The service aims to enable subscribers to communicate faster, easier, and convey emotions as compared to limitations imposed by text messages. Use of voice SMS by mobile subscribers is gaining global traction according to the Essar group, for its benefits in enabling people to communicate on the go.

Subscribers have to pay 1KES for sending, replying, or forwarding voice SMS messages.

### **Beneficial for those with disabilities**

Commenting on the launch, yu country manager Madhur Taneja, said, "We are excited to be presenting our subscribers with this innovative means of communication. This revolutionary service will be very handy for certain people with disabilities who might find it difficult to type on phones. Kirusa's solution comes with proven success as well as a platform that supports several additional value-added services."

To use the new service yu subscribers can dial "\*" followed by the number of the person they wish to send the message to, and speak a short message for up to 30 seconds in any language. The recipient gets a notification message from the sender and can dial \*0\* to hear new voice messages.

Previously received voice messages were listened to by dialing "1". The first listen is free. Repeat listens are priced at 50 cents.