

Global

phone maker joins forces with home-grown startup to deliver unique offering for Australian consumers

Sydney, Australia: December 22, 2014: VoiceByte, a young Australian startup that delivers voice and other audio via social media, has received a significant boost after partnering with global smartphone manufacturer Alcatel OneTouch for inclusion in their local phone features. The agreement will see the VoiceByte social audio app pre-loaded onto new Alcatel OneTouch smartphones sold in Australia and New Zealand.

Conceived and developed locally by Australian entrepreneurs Michael and Stephen Fenech, VoiceByte allows users to record and share 15 seconds of audio, plus a link and a picture with their Facebook friends and Twitter followers, or privately to one person or a selected group of people.

It means that people can now literally talk to their friends, followers and families through social media. Having VoiceByte installed across a significant user base will allow customers to use the app as a social and private microphone and even use it to contribute audio content to their favourite radio programs without the need to call or wait on hold.

VoiceByte will be pre-loaded onto Alcatel OneTouch's Android smartphones, including the View 5.0 which features a 5-inch screen and 5-megapixel camera and is available through Boost Mobile for \$99. It is also pre-loaded onto the POP S3, a smartphone with a 4-inch screen, 4G connectivity, a 5-megapixel camera and fun interchangeable covers available through Optus for \$199.

"We created VoiceByte to allow users to make themselves heard on social media, with a philosophy that your voice is more authentic and emotional than words on a screen can ever be," said co-founder Michael Fenech.

"We're excited to be partnering with a company like Alcatel OneTouch which is making smartphones affordable and accessible to even more customers in Australia." Mr Fenech said.

"We're delighted to have VoiceByte pre-loaded on all Alcatel OneTouch devices sold in Australia and New Zealand so our customers can easily discover what will become the most powerful tool in social media, your voice," said Sam Skontos, Managing Director ANZ & Pacific, Alcatel OneTouch.

"Our goal is to deliver high quality, affordable Android smartphones that also allow our consumers to show their own individual personality, and VoiceByte is an exciting new opportunity to allow us to fulfill this commitment. We believe it will add an exciting and fun new range of social interaction and communication and are proud to be supporting an Australian-produced innovation."

## About VoiceByte

- Let everyone HEAR you on Facebook and Twitter – VoiceBytes can be easily shared on Facebook and Twitter so your voice and audio can be heard by all of your friends and followers. You can stand out from the crowd on social media with VoiceByte.
- SHARE your voice privately or with groups of people you can select
- SHARE a link with your audio and photograph to complete a compelling content package.
- RECORD and SHARE audio content with radio station effortlessly.
- ATTACH A PHOTO and ADD A VOICE-OVER to capture life's precious moments. Now you can tell all your friends what's happening in your photos as if you're there with them.
- EMOTIONAL and FUN way to communicate. Even the best writers find it hard to convey tone or emotion with text. It's no effort to do that with your voice.
- QUICK and CONVENIENT. No more correcting mistakes from typing on glass and it's easier to record on the go.
- SIMPLE and EASY TO USE. Anyone can use VoiceByte. The app has a clean and simple design and an intuitive interface that people of all ages can use

For further information, interview requests or imagery, please contact:

David Wolf

Director, Closer Communications

Ph: 0411 111 787

E: [david.wolf@closercommunications.com.au](mailto:david.wolf@closercommunications.com.au)