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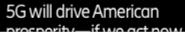
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WEBLEY, THE COMMUNICATIONS BUTLER, JOINS VIR ASSISTANT MARKET

By Reily Gregson on SEPTEMBER 28, 1998

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Webley is an application of Vail Systems' platform, based on a UNIX cluster of voice share several database servers. It licenses voice-recognition technology from Nuan which recently licensed its technology to Motorola Inc.'s MyoSphere venture.

Subscribers get a personal 800 number and personal Web site. Calls to the subscrib virtual assistant, which puts the caller on hold and locates the subscriber at home, phone. The subscriber then can tell Webley to connect the call or take a message. T caller's voice can be relayed to the subscriber in the form of a page, e-mail or voice subscriber chooses.

The subscriber can listen to voice messages and e-mail responses on the Web site of

Webley also can make calls, receive faxes or read e-mail messages over the phone. stressing the service's capacity to teleconference as many as 32 parties, through the The integration of the Internet with telephony services helps the company stand ap said Hal Poel, senior vice president of marketing.

"Our objective is to define the unified messaging market and to quickly become and said. "Of all the companies running these platforms, we believe ours is the only one

The Webley service has been available for more than a year, but was not marketed lack of financing for the start-up company. According to Poel, Webley has about 1,0 purely from word-of-mouth. While paying subscribers, these customers also served

"We've gotten the bugs out," Poel said.

Recently, the Webley Systems received funding from Patricof & Co. Ventures Inc., al marketing campaign which includes print advertisements and personal delivery of select prospects by actors dressed as a traditional English butler.

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service aids the awareness of all.

"The more the merrier," he said. "The problem these products solve is one the cust have-too many communications devices." The effort now is to educate the marketp continued.

Poel said several wireless carriers are testing the Webley service in anticipation of c their subscribers. He hopes Webley's relaxed branding strategy will aid in that effor to brand the service as their own, as opposed to other companies that insist on sep

"To a service provider who wants to bundle in services ... they can get a wholesale a privately brand it," he said. "You know your customers better. You brand it and pric

While targeting Internet and wireline service providers as well, Poel said he believes the first to extend Webley to customers. "They are the companies getting the idea t understand what this is all about and why we need it."



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