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Press Release

Source: NMS Communications

1, 2, 3...Sold! CreaLog Voice Portal Powers Germany's First Interactive Television Auction Channel

Monday December 6, 8:02 am ET

Built on NMS Communications' Open Access Platform, Voice Portal Powers 1.2.3.TV, Germany's New Auction-Style Concept of Home Shopping

FRAMINGHAM, Mass.--(BUSINESS WIRE)--Dec. 6, 2004-- NMS Communications (NASDAQ: [NMSS](#) - [News](#)), a leading provider of technologies and solutions for enhanced services and efficient networks, and CreaLog, a leading European supplier of voice portal solutions, announced that 1-2-3.TV ([www.1-2-3.tv](#)), the completely new German interactive television shopping experience, is using CreaLog's voice portal and CRM solution platform ([www.crealog.com](#)) with NMS' Open Access(TM) platform ([www.nmscommunications.com/OpenAccess](#)) as the underlying architecture.

Source: NMS Communications



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For the first time, German consumers can determine their own prices for a variety of products by using 1-2-3.TV, an auction-like service described by CreaLog as similar to "eBay powershopping on TV." Like typical home shopping networks, viewers are presented with a selection of items for sale, such as clothing, sporting goods, cosmetics, home improvement items, and gifts, but because the price shown is only a minimum to start the bidding process, the similarity ends there. Customers can then offer their maximum price by telephone using the high performance CreaLog voice portal and CRM solution, built on NMS' flexible, open, and highly scalable Open Access platform.

CreaLog not only provides the voice portal but also the web and application servers used for data warehousing, commodity management, and fulfillment, as well as the planning

tools used by 1-2-3.TV to manage and plan the product sales. In addition, all integration with the call center (Quelle.Contact) and the logistics company (DHL) is provided by CreaLog. Customers who register to bid with a 1-2-3.TV call center agent are entered into the database via the CreaLog Web interface (Web registration is also available). This process also automatically checks the customer's credit history so that delivery options can be adapted accordingly.

"We chose CreaLog not only for their outstanding voice solutions, but also for their capabilities as a true system integrator," said Henning Schnepfer, Managing Partner, 1-2-3.TV. "We had only three months from final concept to launch, so for CreaLog provide smooth interfaces with all the partners in such a short time was an incredible accomplishment."

"CreaLog's voice portal is essentially the 'heart' of 1-2-3.TV's fulfillment process. It communicates with callers, the call center, logistics and the graphics engine for the on-screen display on TV. It really works perfectly!" adds Dr. Andreas Buechelhofer, the second Managing Partner, 1-2-3.TV.

CreaLog's voice portals can handle up to 100,000 calls per minute, a necessity for the massive call volume generated by the televised auctions, for which more than 20,000 people became registered bidders in the first month alone. 1.2.3.TV's business plan anticipates this figure will grow to 500,000 bidders in 2006.

"Natural-language voice recognition technology has made huge progress in recent years. Together with NMS Communications, we were assured to get best-in-class voice and call processing for the cost-effective deployment of our IVR solution for 1-2-3.TV," said Michael Kloos, CEO of CreaLog. "In fact, the number of successful calls per day is increasing and we are ready for even more as 1-2-3.TV gains in popularity."

"Since this auction-like concept has never existed in Germany until now, it was critical that NMS provide CreaLog with a solid foundation for its voice portal solution, which is so central to the success of 1-2-3.TV," said Brough Turner, Founder and CTO, NMS Communications. "Open Access is recognized for its scalability, worldwide protocol support, and extensibility, and because it enables the selection of telephony trunks via software, it offers system integrators like CreaLog tremendous cost and inventory savings."

CreaLog voice portals are flexible, natural speech dialog solutions, with an open, VoiceXML-based platform for easy and fast realization of voice business applications. CreaLog supports various databases, CTI-middleware, unified messaging systems and Internet protocols. The CreaLog platform combines IVR, CTI, speech recognition in more than 40 languages and text-to-speech (TTS) in more than 20 languages with ACD, fax and E-mail in a single voice portal. It's already used in 13 countries, in more than 250 client installations.

To see what all the excitement is about, visit <http://www.1-2-3.tv/index.php?id=37> for a live feed of 1-2-3.TV, which will be available until 12/15/2004.

About CreaLog

CreaLog is a leading provider of voice portal solutions in Europe, with references in 13 countries throughout Europe. CreaLog's VoiceXML-based and web-controlled voice portals are running at more than 250 leading customers in all industries. For more information please visit [www.crealog.com](#).

About NMS Communications

NMS Communications (NASDAQ: [NMSS](#) - [News](#)) is a leading provider of technologies and solutions for mobile applications and infrastructure. NMS develops products that enable new mobile voice, data and video applications and improve the performance and quality of wireless networks, helping our customers grow their revenues and profits. Visit [www.nmscommunications.com](#) for more information.

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