



February 18, 2010

Kirusa Enhances FriendzChat with Voice SMS

The [Altruist Group](#), which specializes in wireless voice services, has announced a joint initiative with Kirusa, which develops mobile value added services. The tie-up will bring together Altruist's social networking product 'FriendzChat', India's largest social networking product, and [Kirusa's](#) Voice SMS solution.

With this initiative, Kirusa and Altruist will offer an integrated Voice SMS-enhanced FriendzChat service to subscribers of mobile carriers in India. Kirusa and Altruist will also offer the Voice SMS enhanced FriendzChat globally, leveraging Kirusa's extensive Voice SMS footprint. The integrated service will utilize Kirusa's existing Voice SMS platform and infrastructure, ensuring quick and seamless rollout of the new service.

FreindzChat is a voice-enabled service through which the subscribers can set off on their dating venture anytime and anywhere using their mobile phones. The users get a Voice Chat ID that allows them to communicate without revealing their real mobile number. The FriendzChat service supports communicating with a voice call as well as by SMS. The new integrated service further enables FriendzChat subscribers to send a voice SMS to another user at any time, even when they are not able to answer the voice chat call.

FriendzChat integrates with Kirusa Voice SMS using an open API available to third party application developers to send and receive Voice SMS messages to subscribers. Kirusa's Voice SMS delivers the Voice SMS from FriendzChat users with their Chat ID rather than their regular mobile number.

"We are aiming to enrich the FriendzChat experience for Indian mobile subscribers," says Altruist Technologies Managing Director, Anuj Agarwal. "Kirusa Voice SMS will be an additional means of communication for FriendzChat subscribers. We chose Kirusa for this integration as Voice SMS is a compelling new mode of communication and Kirusa is the leading provider of Voice SMS globally. We wanted to leverage the superior capabilities of Voice SMS into FriendzChat and offer our subscribers an innovative communication option."

February 18, 2010 in [Front Page](#), [Mobile Social Networking](#), [News](#) | [Permalink](#)

Comments

Verify your Comment

Previewing your Comment

Posted by: |

This is only a preview. Your comment has not yet been posted.



Your comment could not be posted. Error type:

Your comment has been saved. Comments are moderated and will not appear until approved by the author. [Post another comment](#)

The letters and numbers you entered did not match the image. Please try again.

As a final step before posting your comment, enter the letters and numbers you see in the image below. This prevents automated programs from posting comments.

Having trouble reading this image? [View an alternate.](#)

