

# C Current Communications



**CASE STUDY: M202**  
**CLIENT: WILDFIRE**

**CHALLENGE:** With the market for auto attendants approaching saturation and the market for ringtones rapidly emerging, it was vital to fortify positioning of the Wildfire Virtual Assistant, a well-established speech-driven automated virtual assistant product, and to spike awareness and positively differentiate the new WildTones product, an innovative sing-your-own-ringtone service.

**STRATEGY:** Capitalize on the strong media/analyst presence at a major industry conferences — CTIA WIRELESS and Network + InterOp — to increase visibility and understanding of the Wildfire Virtual Assistant and to generate ‘buzz’ among wireless service providers about Wildfire’s new WildTones product.

**RESULTS:** In-depth, in-person company briefings with target analyst firms Cahners In-Stat Group, IDC, Gartner, Progressive Strategies, Datamonitor and Kelsey Group. Briefing and subsequent coverage in industry media such as *RCR Wireless News*, *FierceWireless*, *Telephony*, *Customer Inter@ction Solutions*, *Wireless Week*, *eWeek*, *Wireless Future Magazine*, *TWICE*, *Phone+*, *SpeechTECHNOLOGY Magazine*, *TelecomWeb*, *TeleTimes*, *Communications News*, *Telecom Review*, *Communications Convergence*, *Network Computing*, *PC Magazine*, *CRN Magazine*, *Business Communications Review*, *Mobile Computing* and *Total Telecom*.

**Wildfire unveils sing-your-own ringtone service**  
March 13, 2002  
ORLANDO—Wildfire Communications will unveil its new sing-your-own-ringtone service, at CTIA's Wireless 2002 Show.

The new product allows wireless customers to create personalized ringtones by singing a tune into a phone. WildTones then translates the tune into a ringtone that is delivered to the mobile phone via an SMS attachment to the mobile phone.

**'Sing Your Own Ringtones' at CTIA**

**Ring tone adverts, chocolate promotions entertain CTIA**  
By Elizabeth Biddlecombe  
...Another new take on the ring tone service is the new platform being debuted by WildFire.

JAMES CARELESS  
MARCH 19, 2002  
At first blush, it seems a crazy idea. First, you have to encourage wireless subscribers to download a server and sing. Then you program a computer to translate their song into a ringtone.

**CTIA Wireless 2002 Show**  
**Give a Little Whistle**  
Soon your cell phone will be able to sound like Bach, Beethoven, and even your own voice.

**Best of Show**  
by the editors  
Communications Convergence

**WILDFIRE ENTERPRISE**

**Wildfire Communications Debuts WildTones at CTIA**  
Waltham, Mass. Mar 14, 2002 - Roll over, Beethoven. We'll sing it our way. Frank, give us a break. Britney, Wildfire Communications, Inc. today announced the availability of WildTones™, a unique sing-your-own-ringtone service that enables wireless carriers to grow market share and drive revenue by letting their subscribers create highly personalized ringtones to match their individual personalities and musical preferences—with just their phones.

**WildFire Communications Debuts WildTones**  
March 21, 2002  
WALTHAM, MASS -- Roll over, Beethoven. We'll sing it our way. Frank, give us a break. Britney, Wildfire Communications, Inc. today announced the availability of WildTones™, a unique sing-your-own-ringtone service that enables wireless carriers to grow market share and drive revenue by letting their subscribers create highly personalized ringtones to match their individual personalities and musical preferences—with just their phones.

**Sing Me a Ringtone**  
The WildFire virtual assistant service has turned up a service with strong teen appeal in Europe -- personalized ring tones -- and taken it one step further: it now will let your phone ring with any little ditty you can sing.

**Wildfire Communications Debuts WildTones at CTIA 2002 --Booth #4183; Mobile Subscribers Take Center Stage with Industry's First Sing-Your-Own-Ringtone Service; CTIA Wireless 2002**

Thursday March 14 12:00am

Roll over, Beethoven. We'll sing it our way. Frank. Give us a break. Britney. Wildfire Communications, Inc. today announced the availability of WildTones™, a unique sing-your-own-ringtone service that enables wireless carriers to grow market share and drive revenue by letting their subscribers create highly personalized ringtones to match their individual personalities and musical preferences—with just their phones.

With WildTones, subscribers simply hum the tune of their choice directly into their wireless phone. WildTones translates the tune into a ringtone that is delivered to the subscriber's handset as an SMS message. It's as simple as that. No complicated Web sites. No creative limitations.