

Press Ctrl+L for full screen view

Sippy Web Phone

and Phone-numbers Highlighter



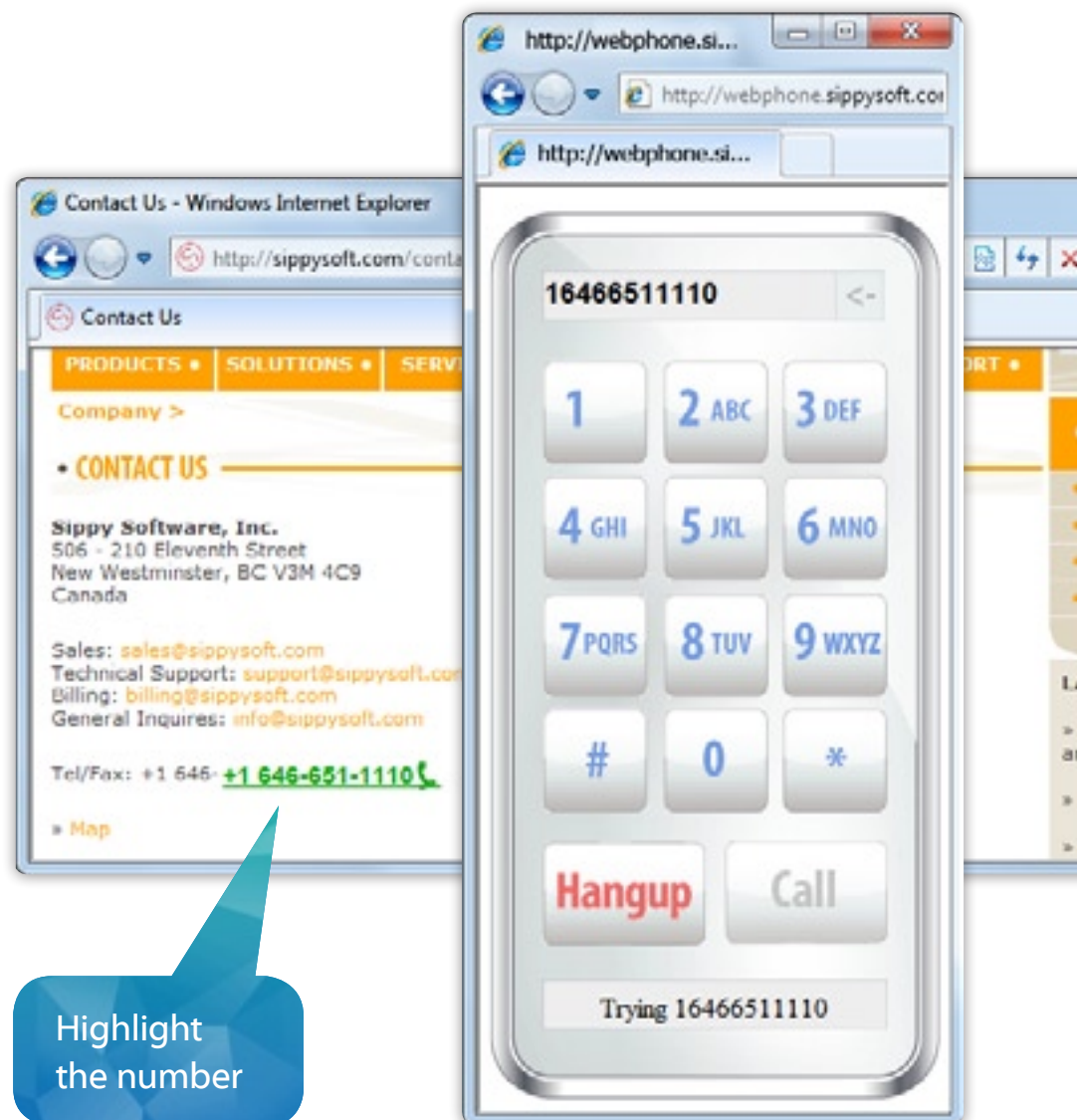
Overview

Sippy Phones Numbers Highlighter is an extension for the most popular Internet browsers — Microsoft Internet Explorer and Mozilla Firefox, that highlights phone numbers anywhere on the web and allows users to make calls to that numbers by just clicking on them. Users call the selected number using Sippy Web Phone application and your VOIP system/gateway.

How does the Phones Numbers Highlighter turn telephone numbers into links for phone calls?

The Phone Numbers Highlighter recognizes telephone numbers based on how they are written on the web pages that you visit (we support different rules for different countries).

When you find a number that you would like to call all you have to do is click on that number and make a call using Sippy SoftPhone. The SoftPhone then connect the call to the number, using your VOIP system/SIP protocol.



Benefits of the product

1

Excellent additional revenue channel

Have you seen Skype plug-in that highlights numbers on web pages? Users can click on these numbers and call using Skype application. Skype has additional and very good revenue from that plug-in. They even added this component to the default package of Skype application.

Now you may have the same functionality without years of development.

2

Unique solution

No one VOIP software vendor but Sippy Software provides the phones highlighting functionality. You can be one of the first on the market.

3

Easy to Use

We do not change users experience; just enrich it a little bit. *It takes seconds for users to understand how it works.* All they need is to click on numbers and talk.

4

Customization

The solution is very flexible and customizable. The following features can be adjusted:

- Your server settings to work with.
- Highlighting fonts, colors and styles.
- Specific phone numbers format recognizing for your country and region.
- Different options that users may or may not have.

5

Extensibility

With the basic package you receive an. *We can extend the*

functionality on your demand. Here are some examples:

- You can have an ability to send SMS to a highlighted number right from a browser.
- You can use call back feature (also available in Sippy platform and products).
- You can have a full toolbar with your logo and links to your server to increase users' loyalty.

6

Integration

The Phones Numbers Highlighter is

integrated with Sippy Softswitch and other our products. Having a Softswitch platform deployed, you can easily upgrade to Sippy Phones Numbers Highlighter and Web Phone.

Also, it can be integrated with your existent system, based on another product.

Want your own extension or need more information?

We're ready to help you. Our sales team will find the best strategy for developing your extension and monetization methods.



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