



Company Profile WOIZZER AG

Focus

The WOIZZER AG (a stock cooperation under German law) concentrates on the software development, marketing and technical operation of the voice message service WOIZZER (www.woizzer.com). The company was founded in Hamburg, Germany in March of 2010. The mobile application combines the advantages of verbal communication, text messaging, e-mail and social networks. WOIZZER has been available in its open beta version for iPhone in the Apple App Store since the end of 2010. Versions for Android and Blackberry will be available soon.

WOIZZER AG aims to establish voice communication as the new backbone of Internet usage and to step by step build up a world of spoken communication. To achieve this goal WOIZZER AG develops innovative and language-based services for mobile Internet that employ WOIZZER technology. The service will refinance itself through premium services and in-app sales in the long run. In addition to this, WOIZZER also works on the development of innovative solutions for mobile audio marketing, which will open up completely new possibilities for online advertising.

Who does WOIZZER appeal to?

The WOIZZER app was developed for smartphone users who enjoy voice-based dialog with friends and family as well as having public conversations in social networks.

Spoken media – the latest trend in the mobile applications market

With its voice message service called WOIZZER, the WOIZZER AG is a part of a new trend in the mobile Internet market, which puts the focus on spoken language. A host of app providers around the world use the unique quality of voice with different concepts today. This trend spans from push messaging services, voice tagging and voice fun apps to spoken media applications such as WOIZZER. Spoken media transfers the idea of social media into the realm of spoken language. It can be applied in social networks where users get information, exchange knowledge and entertain themselves, all using the power of voice.

The spoken language trend in mobile Internet wouldn't be possible without the smartphone boom. The industry predicts ten million sold Internet-capable cell phone units in the German market in 2011 alone. App downloads will presumably rise beyond a billion in Germany in 2011. The use of mobile social networks is closely tied to this: social networking will soon replace text and multimedia messaging and e-mail as the most important form of communication on an international scale.

Mobile marketing solutions

In line with this emerging market potential, the WOIZZER AG develops innovative solutions for language-based mobile marketing of the future. The goal is to provide new possibilities of user engagement and brand interaction for enterprises. The WOIZZER app creates exceptional approaches for consumer activation and direct sales all linked to the high emotionality of spoken language. The success of all measures can be monitored and documented seamlessly. The WOIZZER team also works on new ways of doing mobile advertising, i.e. multimedia banners (display ads with audio). Service offers for spoken buzz marketing and spoken viral marketing will be developed in the near future. Semantic targeting is also on the agenda of the WOIZZER AG.

Management

The WOIZZER AG was established by a team of experienced software developers, technicians and project and marketing experts from Hamburg, Germany. The enterprise was founded by Heiko Fuchs (CEO), Albert Hollenbach (CMO) and Tillman Zschucke (CTO). Together with Freddie Geier (CBDO) they make up the board of the WOIZZER AG.