



## KIRUSA JOINS GOOGLE'S PROGRAM FOR RCS BUSINESS MESSAGING (RBM)

Forays into RCS with Orange Célébrité Demo at Mobile World Congress, Barcelona

**Barcelona, February 25, 2019:** Kirusa, a global leader in communication solutions over data networks for consumers and enterprises, today announces its foray into enterprise RCS solutions with Google's Program for RCS Business Messaging. As a part of the program, Kirusa has built an RBM Agent for Orange, a leading mobile telecommunications operator, to showcase the Orange Célébrité service, a popular celebrity content service, for RCS users. Using the rich media capabilities of RCS, the Orange Célébrité application will dramatically simplify and enrich the content discovery and delivery experience for Orange subscribers. At the on-going Mobile World Congress 2019 in Barcelona, Kirusa will be showcasing a demo of the application at the GSMA Innovation City.

Touted as the next generation native messaging evolution, RCS is an update to SMS, offering features for enhanced smartphone messaging such as high-resolution photo & video sharing, location sharing, group chats, read receipts, etc., all of which are not available on SMS. For consumers, RCS opens up the possibility of rich media interactions with any other mobile subscriber using the native messaging app on the phone. Enterprises, on the other hand, are opened to an opportunity to engage with their smartphone customers, providing a richer and interactive brand experience.

Taking the lead to transform enterprise messaging experiences on Android with RCS, Google launched its Rich Business Messaging (RBM) Early Access Program in 2017. The Program aims to help enterprises build agents that take advantage of RCS features and engage with their audiences better. Google has been playing a significant role in marshaling the adoption of RCS across the globe. As per GSMA, RCS has been launched by 65 operators in 46 countries, and over the next 12 months, GSMA forecasts additional launches by more than 40 new operators in 30 countries.

Speaking on Kirusa's foray into RCS, Inderpal Singh Mumick, Founder & CEO, Kirusa said, "RCS is a potent tool for carriers and enterprises alike to catapult quality of mobile conversations. It has been an amazing journey with Google on the Early Access Program, and we are thrilled at the opportunity of developing RBM agents to solve key enterprise challenges. Carriers, as early adopters, have a role to play in popularizing enterprise adoption of this service. Our partnership with Orange to transform content services like Orange Célébrité sets our plans in motion, and we are gearing up for an MWC filled with several such dialogues. RCS adds a new data channel in Kirusa Konnect- our omnichannel messaging platform for enterprises."

Enterprises or carriers looking to build and deliver RCS applications can partner with Kirusa by initiating a conversation at [sales@kirusa.com](mailto:sales@kirusa.com).

### About Kirusa

Kirusa is a global leader in providing communication solutions over data networks for consumers and enterprises. Kirusa's solutions include **InstaVoice ReachMe**, a voice-over-data solution to help users receive their GSM calls over data in a mobile app, while helping carriers leverage the power of data to enrich the calling experience of their subscribers; **InstaVoice®**, a unique call completion solution for users that bundles voicemail, missed calls, availability, and ring, and helps mobile carriers monetize missed calls in their networks; **Kirusa Konnect™**, an omnichannel Communications

Platform as a Service (CPaaS) for enterprises that helps bolster enterprise-customer engagement over mobile channels; and **Kirusa Channels**, that offer users access to live voice blogs from their favorite celebrities, sports clubs, news portals and other streams. Kirusa solutions are deployed in 46 countries, with 50 mobile carrier partnerships in Africa, Asia, and LatAm. Kirusa solutions are built on its patented technology and highly reliable, scalable multimodal & cloud platforms, which manage over 2.5 billion calls and 100 million active mobile users across the globe, every month. Headquartered in New Jersey and led by an experienced team of wireless telecom executives and technologists, Kirusa has offices in four continents. For more information, visit: [www.kirusa.com](http://www.kirusa.com).

**For Kirusa**

Jayna Parikh

E-mail : [jparikh@kirusa.com](mailto:jparikh@kirusa.com)

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