



Kirusa Launches Affordable Roaming Plans for the USA

InstaVoice ReachMe, a low-cost roaming solution by Kirusa offers unlimited voice calls for US customers while traveling

New Providence, New Jersey, November 20, 2019: Kirusa, a global leader in messaging and voice solutions over data networks today announced the launch of low-cost voice roaming plans in the InstaVoice ReachMe app, for US mobile subscribers traveling internationally. Kirusa's InstaVoice ReachMe app, available on iOS and Android, allows customers to make and receive unlimited voice calls from and to their existing US mobile numbers, at a fraction of the roaming charges that would otherwise be paid to their mobile operators.

The InstaVoice ReachMe app leverages voice over data technology to provide inexpensive voice roaming. Users can receive incoming calls to their mobile number, and make outgoing calls from their mobile number, via the app, over data. The calling even works with the free 2G international roaming that is offered by many US mobile operators. Other options to get data is purchasing a local SIM card for mobile data, using Wi-Fi or a hotspot.

To save money while roaming, mobile subscribers of AT&T, T-Mobile, Verizon, Sprint and US Cellular can follow the steps below:

- Download the InstaVoice ReachMe App from Google Play store or Apple App store
- Purchase one of the roaming packs below, based on the travel duration:
 - Roaming pack for one day - \$0.99
 - Roaming pack for one week - \$4.99
 - Roaming pack for one month - \$9.99
- Activate the roaming pack

Once activated, the InstaVoice ReachMe user can receive unlimited calls (from anywhere in the world) and make unlimited calls to USA and Canada, subject to fair usage policy. With minimal charges of InstaVoice ReachMe packs, users can save a substantial amount on their voice roaming bills. Mobile operators charge a minimum of 20 cents a minute to their subscribers for using calling services while on roaming. Assuming an international traveler uses 20 minutes of calls per day, he/she will end up spending \$28 for a week. But with InstaVoice ReachMe, the user only pays a flat fee of \$4.99 for a week, which results in a savings of 82%.

Speaking on the launch, Surinder Singh Anand, VP Product Management and CTO, Kirusa said, "InstaVoice ReachMe App is an easy, affordable and apt roaming solution for global travelers. We are delighted to introduce this app to solve the pain-points of numerous travelers who are struggling to stay connected with their close ones while avoiding steep roaming charges."

Most international travelers purchase a local SIM card of the country they are in. But this way they end up not having the US SIM card in their phone, and not receiving calls to their existing US mobile number. InstaVoice ReachMe addresses this problem, allowing users to receive calls to their existing US mobile number, even if the US SIM card is not in the device.



InstaVoice ReachMe app addresses two key problems that international travelers face – first InstaVoice ReachMe app helps international travelers reduce their roaming bills and control the cost of making and receiving calls; and second, being able to receive calls to their US mobile number even when using a local SIM card in their handset.

To download the InstaVoice ReachMe app, click here: <https://bit.ly/2kP1fqj>.

About Kirusa

Kirusa is reimagining messaging and voice in the data era. Embracing the paradigm shift in enterprise messaging, we are helping enterprises plan and implement IP messaging strategies that create exciting possibilities for customer engagement. Kirusa's technology and connectivity to OTT messaging platforms and RCS providers and carriers, including Google, enables enterprises to build and deploy chatbots. Enterprises can use these chatbots to have conversations with their customers with rich media, natural language processing, and machine learning, over OTT messaging apps, and the built-in Android messages app using RCS. Our solutions include **Kirusa Konnect™**, an omnichannel Communications Platform as a Service (CPaaS) for enterprises that helps bolster brand-customer engagement with chatbots, IP messaging, SMS and voice; **InstaVoice®**, a unique call completion solution that provides visual voicemails and missed calls, and helps mobile carriers monetize missed calls in their networks; **InstaVoice ReachMe**, a smartphone app using voice over data to provide inexpensive voice roaming and virtual numbers; and **Kirusa Channels**, a platform that allows fans to connect with their favorite celebrities. Thousands of enterprises and over a hundred million users benefit from our solutions. We have partnerships with over fifty mobile carriers and are also a Jibe Messaging partner. Kirusa's solutions are built on its patented technology and highly reliable, scalable multimodal and cloud platforms, which manage over 3 billion transactions and over 100 million active users every month. Headquartered in New Jersey and led by an experienced team of mobile technologists, Kirusa has offices in three continents. For more information, visit www.kirusa.com.

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