

jajah

# Let's talk.

Smashing the Barriers to Global Communication

[www.jajah.com](http://www.jajah.com)

# JAJAH Lets People Connect for Free Using Their Everyday Phone.

With JAJAH there are no "toll roads." Instead, long-distance calls travel the world via the Internet freeway.

## With JAJAH people use their everyday phones and existing numbers

No PC headset or other special equipment is required. No computer software downloads or installation. No special codes or numbers. No binding contracts. And JAJAH works with your existing phone and service provider. You don't change anything, you simply use JAJAH in addition to whatever you're using now.

## The JAJAH Global Network

It's not an infrastructure of wires and switches, servers and towers and satellites. It's a community of people who want smarter, lower-cost, convenient telephone service.

Most calls between members of the JAJAH community are free, and those that cost anything cost much less than equivalent calls over traditional telephone networks. The more people join the community, the better it becomes. When more people have more friends and associates on the network, more of their calls are free. With higher call volumes, JAJAH also negotiates lower rates with local carriers and passes along the savings.

## How Do We Make Money?

JAJAH is not a gimmick. There are no hidden costs or catches. JAJAH is a business. But it's a business designed for customers. We use paid services to underwrite free services and we make enough money to grow the business. As the JAJAH Global Network grows and thrives, JAJAH can open up more countries for free calling, enhance current services, and add new ones. Users fuel the growth of JAJAH and as a result, everyone benefits from lower cost phone calls.

## Let's Talk Business

JAJAH is good for business in more ways than one.

Just like consumers, businesses can save money with JAJAH's no-cost or very low-cost calling services, using the equipment and access they already have, landline and mobile.

JAJAH is global, and it scales to any size. It can serve as a community voice network and enhance the services of virtually any kind of organization. By placing JAJAH on their websites, businesses with their own online communities can both grow and monetize those communities. They can use JAJAH to attract and retain members, all the while sharing in the revenues from paid JAJAH services.

Businesses that partner with JAJAH grow for the same reason JAJAH grows: Because we are all telephone users. JAJAH leverages the most potent, most universal driver of viral growth: the human voice. JAJAH grows everywhere, any time a JAJAH user says, "Let's talk."





# The Lowest-Cost Conference Calls in the World.

Make a meeting, gather the family, create a community. JAJAH smashes the barriers to easy, low-cost conference calling with a solution that costs 95% less than alternative conference call products—while offering a host of unprecedented features.

JAJAH conference calls work with every phone—mobile or landline—without contracts, passwords or set-up fees. With JAJAH you can include up to 10 participants in each conference call. For frequent conference calls with the same participants, you can set up groups in your JAJAH address book—ideal for connecting with workgroups, teams, family members, and friends with a single click.



**JAJAH conference calls are convenient not only for you, but for everyone.**

There are no call-in numbers or pass codes for you to distribute to the participants and for them to remember. Instead, JAJAH calls them—after calling you.

You're not tied to your PC for JAJAH conference calls. Instead, you can schedule conference calls ahead of time—and have JAJAH send the call to any phone you want. You can also instruct JAJAH to send you a text reminder several minutes before the call if you're using a mobile phone with text messaging (SMS).

Best of all, JAJAH conference calls are free to all the participants other than the party who initiates them—always, no matter what the nature of the connection with each one, local, long distance, or international. Even the initiator of the call pays typically low JAJAH rates.

**JAJAH Text Messaging.** With JAJAH you can easily send SMS/text messages to mobile phones around the world. Simply enter the number you want to send the message to and enter the text in the field. You can also enter multiple recipients if you want to—then click Send.



**Scheduling Your Calls.** JAJAH gives you more convenience by allowing you to schedule your calls. You can schedule calls by time and date, or in a few minutes, hours, days, or months. Give each scheduled call a name so you can review and revise your scheduled calls at any time. If you're going to be using a mobile phone with text messaging (SMS) for a scheduled call, you can even have JAJAH send you a text reminder several minutes before.

**Once you've scheduled a call, there's no need to be near your browser. In fact, you can turn off your computer. At the appointed time, JAJAH calls you and connects you.**

## JAJAH Tools

JAJAH works with software companies to integrate JAJAH and the other technologies people use every day. These free utilities are available for download through the TOOLS tab at [jajah.com](http://jajah.com), with more on the way.

**JAJAH Outlook Plugin (beta).** Just click an Outlook contact to initiate a JAJAH call. Phone numbers automatically appear in the JAJAH toolbar when you receive email from Outlook contacts.

**JAJAH Firefox Extension.** Installed on your browser, the Firefox Extension allows you to enter a number in the JAJAH toolbar to place a call. It also creates JAJAH links to every phone number on a website—visitors simply click to open a JAJAH window and initiate a call.

**JAJAH Mac OS X Address Book Plugin.** Simply control-click on a number in your OS X Address Book to open a JAJAH window and initiate a call.

**Plaxo Outlook Toolbar.** Just download and install the Plaxo Toolbar for Outlook to bring extra functionality to your address book. With this plugin you can easily call your contacts in just a click. You use your own phone—landline or mobile.

**JAJAH Google Gadget.** Add JAJAH to your personalized Google homepage. Now you can instantly see all the information you care about and make JAJAH calls from within your gadget window.

# JAJAH Mobile: Free Global Calling Directly From Your Mobile Phone.

Today, 2.5 billion people worldwide use mobile phones as their primary communication device—more than use landlines. Most, however, use their mobile phones for local calling, because prevailing rates for mobile long distance and international calls are too high. But now, as a mobile user, JAJAH sets you free.

JAJAH Mobile takes your PC out of the JAJAH equation. You get the convenience of direct mobile calling combined with ultra-low rates.

Like all JAJAH services, JAJAH mobile requires no special equipment, no separate number or access, no calling cards or PINs, no binding contracts or monthly fees.



## Mobile Phone Convenience Plus JAJAH Low Rates

JAJAH has created a suite of mobile solutions that let virtually all mobile phones make free or low cost JAJAH calls. Depending on your mobile phone, you have a choice of ways to access the JAJAH Mobile Suite.

To find out which solution is best suited for your phone, go to the JAJAH website [www.jajah.com/info/tools](http://www.jajah.com/info/tools)

## 1. JAJAH for Symbian OS.

Phones have operating systems, much like PCs. Millions of phones use the Symbian OS. The JAJAH/Symbian solution offers an amazing, seamless calling experience. You simply dial the long distance number and JAJAH automatically makes the call over the JAJAH Network. And it's integrated into your phone's address book, making one button JAJAH calling possible to virtually anywhere in the world.

If for some reason, you want some calls not to be routed over the JAJAH network, you can set these preferences on your phone.

## 2. Your Java-enabled phone.

Many of the world's phones are what they call "Java enabled." With Java-enabled (J2ME) phones, you simply download a small-footprint JAJAH application at [jajah.com](http://jajah.com) and install it on your phone. After that, JAJAH calls are like any other: dial the number and press Call.

## 3. Send a text message (SMS).

Virtually all mobile phones can do text messaging. Now you can use text messaging to initiate a JAJAH call. With SMS/text messaging phones, you send a text message to JAJAH, with your number and the number you want to call—JAJAH calls and connects you.

## 4. Access JAJAH through your phone's web browser.

With browser-equipped smart phones, you place JAJAH calls from your mobile browser as you do with a PC. On your phone, browse to [jajah.com](http://jajah.com) and enter the number you want to call. Available on most mobile browsers.

## Mobile/Web Integration

Jajah is a complete system. The calls you make on your mobile phone are recorded in the "My account" area at [jajah.com](http://jajah.com). By logging into JAJAH you can see your account balance, your call history, and you can easily make payments—you can even pay in advance so your calls are never interrupted.

# Partner With JAJAH: JAJAH Brings Low Cost Calls to Your Community of Users.

As a community of and for its members, the JAJAH Global Network gets better and serves better by growing. Aside from word of mouth from members, partnerships represent the most fruitful avenue of growth for JAJAH—and for those who partner with JAJAH.

## Talk To Us

By partnering with JAJAH, businesses and organizations of all kinds can offer more communication services and better value to their customers and communities. They enjoy a share of revenues from paid JAJAH services. They attract new customers and command more of their loyalty with the stickiness of a compelling service: free or very low-cost phone calls. And they grow as JAJAH grows: through the simplicity and unprecedented viral power of voice, the universal communications medium.

## Community Partners

**JAJAH brings powerful new features to on-line communities.**

By incorporating JAJAH into your community site, you can put your members in closer contact with each other, as individuals or as groups. If desired, JAJAH can even allow your members to talk to each other anonymously—that is, they can reach each other by phone never revealing their own phone numbers.

**JAJAH brings revenue to your community site.** With JAJAH, calls can be priced any way you want. Calls can be free to community users or they can be charged—either way, JAJAH provides revenue sharing on non-free calls and services. Adding JAJAH to your community site increases the value to the end-user and increase revenue for you.

## Publishing Partners

**Publishers can incorporate JAJAH directly into their on-line properties.**

Offering free or very low-cost calls to your readers supplies added value by creating increased awareness, increasing site use and increasing the duration of a typical site visit. By incorporating the JAJAH application into your site you have a new “sticky” destination that can be advertising supported. JAJAH increases advertising revenue as well as providing a share of the non-free telephony revenue.

## Telephony Partners

**JAJAH increases the service levels of telephony partners.** For example, MVNOs (Mobile Virtual Network Operators) and other wireless and wired operators can partner with JAJAH to provide low-cost international and long distance directly to their existing customers, providing differentiation and revenue. Unlike other “VoIP like” solutions, with JAJAH, the last mile is a paid call. This allows our telephony partners to continue to generate call revenue (directly and through a JAJAH revenue share). JAJAH contributes to your existing telephony ecosystem by adding a new level of service to your customers, and allows our partners to maintain their direct customer relationships.

## Other Partners

**Companies are using JAJAH in other ways as well.** For example, companies are using JAJAH to provide free or low cost customer support service directly to their end users. Universities can use JAJAH to set up their own private “telephone network” for their students and alumni. Retailers are using JAJAH to create an easy “pathway to purchase” for their customers. Hardware manufacturers are incorporating JAJAH directly into devices such as set-top boxes. There is almost no limit to how JAJAH can be configured and used.

To find out more about how to do business with JAJAH, send an email to [business@jajah.com](mailto:business@jajah.com)

## JAJAH For Business

**The Jajah Business Account.** JAJAH offers the same benefits to businesses as to individuals: free or very low-cost calling, local or global. A JAJAH Business Account offers even more:

**Multiple Users, One Invoice.** With a JAJAH Business Account, you’re in charge: you can add as many users as you want to your account, and set individual limits for each one. Retrieve monthly invoices that detail all the activity on your JAJAH account.

**“Call me” Button.** Add a “Call me” button to your website to enable instant JAJAH calls.

**The JAJAH API.** Added to your website or application, the powerful JAJAH API allows you to embed phone-to-phone services to your business.

**The JAJAH Affiliate Program.** Generate extra revenue from your high-traffic website or blog. As a JAJAH affiliate, you place a JAJAH banner or button on your site, and every time one of your visitors clicks through and registers with JAJAH, you earn a fee.

For more information or to apply for a JAJAH Business Account, visit [jajah.com/info/business](http://jajah.com/info/business)

## JAJAH...

was founded in 2005 by Roman Scharf and Daniel Mattes, who are driven by a vision of worldwide voice communication with no barriers—not rates, not location, not devices. JAJAH combines the digital efficiency of Internet protocol with the best of traditional switched telephone networks to connect people—phone-to-phone, landline or mobile, locally and globally—for free or at very low cost.

**Let's talk.** To experience the freedom of voice without barriers, join the JAJAH Global Network at [jajah.com](http://jajah.com)

The logo for Jajah, featuring the word "jajah" in a lowercase, sans-serif font. The letter "j" is a dark purple color, while the remaining letters "ajah" are a lighter purple. A small, curved orange shape is positioned above the "j".





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