

# Bubbly's Popularity Grows to 10 Million Users As "Voice-Based Twitter" Social Messaging Service Spreads Excitement throughout Asia

Built on Dialogic® Media Processing and Signaling Products

Build on Dialogic

Bubbly™ social messaging (often referred to as "voice-based Twitter") has shown phenomenal growth since its introduction in March, 2010. According to TMCnet (August 22, 2011), over 10 million users in India, Indonesia, the Philippines, and Japan are enjoying this service.

Bubbly is the product of Singapore-based Bubble Motion, a leader in mobile social communications. The Bubbly messaging service allows individuals to share updates in their own voice, and follow others using a mobile phone without downloading an application. The service is extremely easy to use. To post a message, users simply dial a short-code (for example \*7\*), record a message, and hang up. To hear a Bubbly recorded by anyone a user follows, they merely click and listen.

## Who Uses Bubbly?

- Celebrities for reaching out to fans with voice updates
- Everyday people for staying close with family and friends, both near and far
- Publishers (e.g. BBC, Bloomberg) for distributing audio content to mobile audiences
- Hobbyists and other enthusiasts for sharing information about their interests
- Business owners for promoting products and services to their customers
- Religious leaders for inspiring their followers
- Community groups (schools, organizations) for informing and mobilizing their members
- Employers for keeping employees informed
- Subject matter experts (e.g. finance, politics) for sharing their expertise
- Literally anyone who has something to say

## Dialogic® Products Help Bubbly Succeed

Bubble Motion has built Bubbly on Dialogic® media processing and signaling products, which have helped Bubbly scale quickly and provide reliable service during a period of explosive growth.

## About Bubble Motion

Bubble Motion is a pioneering social communication for mobile phones. Bubble Motion's Bubbly is a social messaging service where people share SMS and voice updates with friends, family, fans, and followers. Bubbly is like "Twitter with a voice" and brings social networking to mobile phones.

## About Dialogic

Dialogic develops products and technologies that enable reliable, seamless, and efficient communications across countless devices on any network. Dialogic streamlines the delivery of high-demand mobile, VoIP, and traditional services. Dialogic also focuses on any-to-any connectivity and IP-enabling its traditional media products to smooth the move from TDM to an all-IP environment.






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Information for this case study has been provided by Bubble Motion.

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