



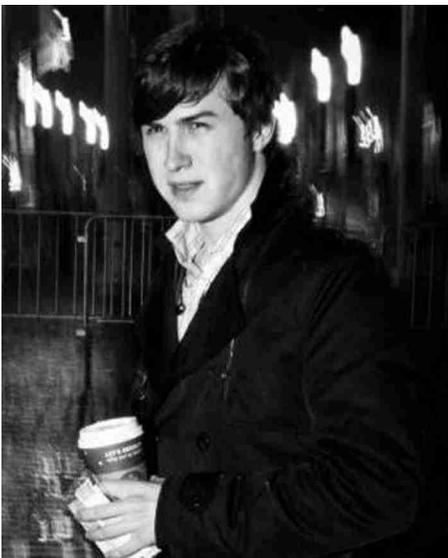
Callision is Revolutionizing the Telecommunications Industry with their Cloud Based Web – Voice Communications - a Click to Call VoIP Button on a Website that Requires No Software Installation Allowing Businesses to Better Connect With and Track Customer Calls

**Technology
Communications
VoIP
Cloud Computing
(Private)**

Callision

**11 Broadway, Suite 1300
New York, NY 10004
Phone: 212-993-6155**

Website: www.callision.com



**Jay Jideliov
Chief Executive Officer**

BIO:
Founder of Neuvey.com, Baruch College, Finance and Investment, Summa cum Laude.

Company Profile:
Callision was founded with a sole purpose of making business communications easier. The technological revolution that is currently happening is

shifting the way people perceive hi-tech. The world is moving away from the expensive and complicated software programs of the past towards affordable and user-friendly solutions, from your hard drive to the cloud, and the trend is irreversible. Forget the software manuals and training seminars - we made sure those remain in the past.

In Callision, one or two clicks is all it takes to perform the vast majority of actions; drag-and-drop covers the rest. That is exactly what we believe to be the future of technology.

Our Objectives:
Callision wants to leverage clients' existing website infrastructure by adding a VOIP feature that:

- Enhances user experience
- Increases call volume to businesses
- Enables site owners to track call volume from its users
- Creates a new channel for sales
- Establishes an additional revenue source

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Jideliov, would you give us a description of Callision?

Mr. Jideliov: Callision provides browser based click to call widgets that can be installed on websites. Those widgets allow visitors to call the site owner in one click absolutely free. All call buttons come with a comprehensive web control panel that allows you to make, receive and track calls.

CEOCFO: How is what you are offering different from what is available in other ways today?

Mr. Jideliov: The reason this product exists is because everything is moving to the web, as the cloud allows software to become platform independent. However, one piece of this puzzle was missing and that was the voice. Although click to call service existed in the past, the way they operate is by bridging a connection between two phone lines. This means that if you are located in a different country for instance, and you have a different phone number format, it will simply not work. Our product allows people located anywhere in the world to call any website that has our button installed absolutely free using just a web browser without any software installation whatsoever. What that means is that the caller does not have to pay anything to speak to the business and the business gets all the benefits associated with call tracking, such as how the user got to the website in question. If the user came through a search engine for instance, then they will be able to see by which keywords this user found their business. Therefore, those businesses get an ability to manage their affiliate marketing campaigns more effectively, by knowing which affiliates and which campaigns brought the actual calls, which is crucial if you are selling something or providing some kind of service. It attaches the existing marketing efforts to the real life call data and as a result the deals that were closed over the phone.

Client's ability to instantly connect with a business and ask whatever

questions they might have about a product or service the business is providing is a time saver for the clients and an additional source of information and leads for the business.

CEOCFO: How do you facilitate this behind the scenes? What is the technology that allows you to provide your services?

Mr. Jideliov: We have multiple servers in the back-end set up to process the voice communications and generate codes that are subsequently added to websites to enable voice functionality. For every site, a unique snippet of code (that will only work on the site in question) is generated, so nobody can copy somebody else's widget and use it on their website. When a button is clicked, a voice pipe is established between the caller and the business allowing them to talk. As a technology for the user side we are currently using Java. However, we are in the process of implementing a WebRTC enabled module.

WebRTC is a new technology that is currently under active development. This platform can be used from any device that has a compatible web browser. Some of the major business to consumer companies such as Skype are taking a similar route right now. They are actively looking for developers and technologies who can help them migrate completely into the web, because cloud-based software is the future – it is something that every business is looking forward to. Why install something on your computer when you can have it readily available whenever you need it?

CEOCFO: What are the statistics regarding missed opportunities when a website user must stop and dial the phone?

Mr. Jideliov: There was a study performed by Forrester Research on car dealerships and the importance of instant connection with the potential clients. Instant conversation with a sales rep as opposed to one with an

hour delay has the potential of increasing the chances of a deal getting closed up to tenfold.

If a customer sees an item they want to purchase and they have a particular question about this item, they should have an ability to ask it right away. Whereas, if they do not have a means of instant connection to the business, they will just move on to the next website that has the same items, a similar price, but a more detailed description that answers their questions. If a customer sees what he wants, and has the information that supports the purchasing decision he will make the purchase.

Callision is a company that has a large goal of revolutionizing the telecommunications, the world of voice connections between users and businesses, as well as between businesses and other businesses. Everything is moving to the cloud, and Callision is a company that brings the last piece that was missing from the web - voice communications. Having the first-mover advantage and the possibility to exploit new markets to create a new industry from scratch, gives us an opportunity to grow quickly, effectively, efficiently and attract new customers at a rapid pace. Therefore, when the word gets out and "big-fish" companies start using the product, the rest will follow. The more users we have, the more efficient online communications will be. Our main goal is to make everything as easy as "click and speak" – Callision wants to make people's lives easier.
- Jay Jideliov

Our goal is to enable users to ask those questions and therefore help businesses convert those leads into clients. For many industries, we have seen something close to a 20% increase in monthly sales when they have a call button, as compared to when they do not and use a traditional 1-800 phone number. Businesses that use e-mail as a means of communication lack even further behind.

We have not only allowed businesses to optimize their existing voice communications, but have also created a new means of connection, a new resource for their business that was not present before. We have seen some

stable growth over the past few months when the beta version of the product was released.

CEOCFO: What is your revenue model for Callision?

Mr. Jideliov: As of today, we have two types of paid plans, and expect to launch a free version in the nearest future. The users can either get an unlimited plan that allows them to speak as much as they want for \$29 a month, or they can opt for a \$5 a month pay-as-you-go plan, where they are billed for the actual usage.

If our client is a larger company that has many operators speaking to a number of customers at the same time, multiple "lines" can be purchased in order to simultaneously process those incoming calls.

CEOCFO: How would you respond to a business that says, "We have live chat why do we need this"?

Mr. Jideliov: Most of the deals are executed after a professional sales agent speaks to a potential client. The first reason for that is the fact that nothing can compete with voice communications for conveying a message. Secondly, most of the sales reps have dealt with a large number of leads and clients during their careers, and persuasion is their professional skill. They are able to word their

pitches and handle common rebuttals in a professional manner. Therefore, it is much easier to convince a prospect to sign up if you are speaking to them and are able to explain all of the benefits of a particular good or service in detail.

In addition, chat lacks behind in terms of quick and effective Q&A going between a rep and a client. Some people would not cover a particular base or ask a certain question only because they know that it will take a lot of time and countless lines of text to explain.

CEO CFO: How does Callision reach potential customers?

Mr. Jideliiov: Callision is currently at the closed beta stage – we have not started any active marketing or direct sales, as we want to make sure our product is polished enough for a large and diverse audience. Our existing user base is enough to get some insight on what the users want and what is not functioning the way they think it should – we want to ensure the highest level of customer satisfaction before we begin selling our product on a larger scale.

We stay in touch with all of our active users and are constantly gathering feedback, building a foundation for rapid growth and high user retention.

CEO CFO: Do you have particular industries in mind when you are ready to make the push?

Mr. Jideliiov: I have mentioned a few of them already. Ecommerce websites, for instance, will find our prod-

uct very helpful due to the fact that their sales and support agents will know who is calling and in regards to what item before the call is even picked up.

Travel agencies and hotels like our product because it gives their site visitors an ability to connect with their agents directly without incurring international phone charges (for those clients who are located outside of the US). In this case, Callision enables users to effortlessly make a reservation or inquire about room availability free of charge.

We are also targeting any businesses that are using click to chat services. As I have mentioned previously, our click to call solution has many advantages over click to chat. Therefore, it proved to be easy to convince such businesses to switch to Callision.

CEO CFO: Why should potential investors, who may also be interested

in your product, pay attention to Callision today?

Mr. Jideliiov: Callision is a company that has a large goal of revolutionizing the telecommunications, the world of voice connections between users and businesses, as well as between businesses and other businesses. Everything is moving to the cloud, and Callision is a company that brings the last piece that was missing from the web - voice communications. Having the first-mover advantage and the possibility to exploit new markets to create a new industry from scratch, gives us an opportunity to grow quickly, effectively, efficiently and attract new customers at a rapid pace. Therefore, when the word gets out and “big-fish” companies start using the product, the rest will follow. The more users we have, the more efficient online communications will be. Our main goal is to make everything as easy as “click and speak” – Callision wants to make people’s lives easier.



Callision
11 Broadway, Suite 1300
New York, NY 10004
Phone: 212-993-6155
Website: www.callision.com