



AMPHIBIAN FREQUENTLY ASKED QUESTIONS

What is Amphibian?

Amphibian is a new communication service that extends the usefulness of your mobile phone and improves the way you'll use the internet. Amphibian seamlessly merges your mobile phone with the internet to let you do things never before possible.

Who is it for? Who would use it?

If you have a cell phone and you use the internet, you'll want Amphibian. Amphibian connects your mobile life with your online life to provide a seamless communication stream with your friends, family, coworkers and customers. Anyone who wants to add convenience to their everyday life and save time communicating will want Amphibian because of the way it brings your communication worlds together and lets you perform everyday tasks from a single place.

What does it do?

In short:

- Mobile Message Management: Manage mobile voicemail like email. Listen in the order you want. Amphibian brings "enhanced visual voicemail" to every mobile phone.
- Speech to Text: Turns your voice messages into text. Listen, read, search or forward voicemails, like email.
- Take and Make Calls: Take and make "mobile" calls from any browser, and web page – such as iGoogle and Facebook.
- Caller ID 2.0: Social feeds from the web (Flickr, Twitter, LinkedIn, etc) redefine traditional Caller ID.
- Open/Expandable: 1000's of developers are already working on Amphibian plug-ins.

Do I need a new number?

No, you do not need a new number. Amphibian "connects" and merges your existing mobile number with the internet. However, If you want a new number for special purposes, a new business or for any other reason – Ribbit can issue you one.

Do I need new equipment?

No. Amphibian is a web-based service and only requires that you have a mobile phone, a mobile service plan and an internet connection.

Is Amphibian a phone service? Can I make calls using Ribbit?

Yes, Amphibian is a new kind of phone service that extends the service you already have. Amphibian lets you take and make "mobile" calls right from your desktop. Meaning, when your mobile phone rings, you can now answer it through your browser on your desktop. You can also call out from your computer and when you do, it looks to the call receiver like you are calling from your mobile phone – since Amphibian maintains your mobile identity.

Making and taking mobile calls from your computer can be important. It lets you answer your mobile calls even when you are out of cell range or if you are in another country. When you make "mobile" calls from your computer, it uses your mobile identity, but you do not use minutes from your mobile plan – very convenient for international calling or long conversations.

What is a "virtual phone"?

Virtual phone is the name we've given to the web-based phones that come with Amphibian. They are simply web-based extensions of your existing phone, but with very unique and powerful capabilities.

You have a developer program, what is that about?

Ribbit is an "open platform" for telephony, meaning developers have access to the code that makes Amphibian work. Amphibian is the first consumer application built on the Ribbit platform. The Ribbit Developer Community is already hard at work creating new "voiceware" applications and we expect them to produce hundreds of new applications, plug-ins and widgets that will extend the usefulness of Amphibian. As they do, they will be available through the Ribbit Store.

You also have a store. What is that about?

The Ribbit Store is where you'll go to get new Ribbit and developer created "voiceware" applications and services. The store is revolutionary and we think it represents how communication services will all be purchased in the future. It will contain everything from free, fun calling widgets to advanced enterprise-class voice applications. Developers who sell applications through the store will make money on their innovations.

Is this like Google Android or Apple iPhone? Aren't they discussing "open phones" too?

Yes, in some ways Amphibian is like Android and in some ways like the iPhone. Google's Android program is essentially an open source operating system for mobile phones and Google has invited developers to create applications on their new platform. This is not unlike Ribbit, except Ribbit allows developers access to the entire communication infrastructure and is not focused only on mobile handsets.

Similarly, Apple is said to also be preparing to let developers create iPhone applications – and this too may be similar to the Ribbit model when it's formally announced.

How do it get it?

Amphibian is a simple web-based sign-up process. Users simply go to www.ribbit.com and follow the simple setup steps.

Is it available now?

Ribbit is in an early beta stage where it is being tested by users and modified to improve the overall experience, based on what we learn. We expect Amphibian to be generally available in Q2.

How much does it cost?

The "core" Amphibian product will initially be free, with service and feature packages being offered through the Ribbit Store. We have yet to establish final pricing for Ribbit applications. Developer applications will be determined by the developer.

How does Ribbit do this? Why hasn't it been done before? What makes it so "revolutionary?"

Amphibian is built on the Ribbit Platform which is comprised partially of proprietary technology (the Ribbit SmartSwitch™) which has taken years to create. The SmartSwitch lets you communicate through the web or your phone, through Skype, MSN and GoogleTalk, and then "unifies" the system with what we call "multi-protocol harmonization." On top of the Ribbit platform, we've assembled a robust, simple API (Application Program Interface) which gives web developers the ability to create their own voice-based solutions. This is a lot of fancy language to say, it hasn't been done before because the technology first had to be invented. Ribbit is the first to create this class and type of technology and assemble it in this configuration – making Amphibian possible.

Amphibian? That's an interesting name... Why did you pick it?

We choose Amphibian because it illustrates a core aspect of the service. Amphibians thrive in two ecosystems, land and water. In the same way, Ribbit Amphibian exists in both the Phone and Web worlds. Worlds that, do date, have been generally treated as discrete and independent ecosystems. Amphibian brings them together as never before.