



## **WHITEPAPER**

### **MASC<sup>®</sup> and Mobile Call Recording**

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## **MASC<sup>®</sup> and Mobile Call Recording**

With many professionals on the go, the need to keep a digital record of cell phone conversations while out in the field has become just as important as phone calls using an office land line. Recording calls using fixed line telephones is easier, because of the ease in connecting a telephone call recorder to the telephone line. Early systems recorded to cassette tapes. Newer devices record calls digitally and can export recordings to computers via USB, or removable storage media. Recording cell phone conversations, however, is a more difficult task.

Few cell phones have the native ability to record both sides of a conversation. Most that do are not programmable Smartphones or PDAs and have limited memory to store recordings. External hardware solutions, such as cell phone recorders, do not allow users to email recordings via cell phone, and third party conference recording services can be both expensive and may lack security.

For many, the legal issues regarding call recording is also a factor. All states and federal regulations require at least one party on a call be aware the conversation is being recorded. Twelve states require all parties to be aware of any recording. While federal law governs interstate calls, this is only true for cases brought in federal courts. When multi-state conversations are considered, individual state and local courts are free to choose between one state's regulations, and another's. Whether a recorded conversation can be admitted as evidence in court is also up to individual judges, and rules can vary according to specifics of a case.

Call recording in the commercial arena is a more acceptable practice and is increasingly used to record telephonic board meetings, conference calls, and occasionally, verbal agreements with vendors. This use allows callers to share information with others who could not attend a telephone meeting and to assist caller's memory about discussions. Digital call recording also lends itself to automatic transcription, providing users with written transcripts of meetings and conversations that can be stored in text form.

### **MASC<sup>®</sup> Opportunity**

Although, the number of Smartphones and PDA phones that allow the recording of both sides of a recording (duplex or conference call recording) are in the minority, the few that do offer a significant opportunity for individuals and organizations that would benefit from the ability to keep and provide others with records of conversations. This is especially true for those who travel heavily and often participate in conference calls while driving or are otherwise unable to take notes during a conversation. Smartphones and PDA phones that do allow users to record telephone conversations (e.g. Windows Mobile 5 and Mobile 6 based phones) are often limited in storage capacity, minimizing the length and numbers of conversation that can be recorded.

The combined benefits of superior compression and voice quality reproduction provided by MASC<sup>®</sup> technology allows users to store numerous conversations on limited cell phone storage and provides improved voice accuracy so that recordings, when sent to a central transcription site over a wireless network, can be automatically transcribed with a text version emailed to the users account and allow the user to play the files from a standard PC/Web interface. Possible uses for Call Recording are:

Attorneys conferencing with clients

Managers teleconferencing with distant sales representative

Executives teleconferencing with vendors, and regional managers

## **Conclusion**

While call recording has not yet been recognized by many carriers as a primary service requirement for cell phones, the growing number of companies offering this as a subscription service for cell phone users and the variety of call recording methods offered for landline phones indicates a need that will become apparent.

Vianix's MASC<sup>®</sup> technology offers the greatest level of voice compression with the highest quality of voice reproduction of any product to date. It provides reduction in the cost of both bandwidth and storage requirements as well as insures the highest level of voice accuracy. In addition, MASC<sup>®</sup> is fully compatible with most communication protocols and is, or can be, optimized and customized for integration with any voice activated system. Because of these qualities, MASC<sup>®</sup> is the one voice compression technology that is ideally suited for storing and transmitting cell phone voice recordings.

For companies involved in developing services using Voice Recording, Vianix offers a complete MASC<sup>®</sup> partner program, which includes:

- Windows and Windows CE ACM codecs, a Software Development Kit for the MASC<sup>®</sup> codecs and an application suite, which includes API level access to library classes, functions, and procedures to allow a seamless integration with partner products.
- Means to convert from the MASC<sup>®</sup> proprietary format to a generic format, and vice versa. A customized licensing plan to seamlessly match a partner's business model.

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