

## News Release

### Contact

Nathan Rome  
M/C/C for Privus Mobile  
972-480-8383 x 301  
[Nathan\\_Rome@mccom.com](mailto:Nathan_Rome@mccom.com)



## Privus Mobile Debuts Real-Time Caller ID and Text ID with Voice Announce for BlackBerry

**Dallas – September 8 2010** – [Privus Mobile](#), the first Caller ID solution for BlackBerry smartphones, has released new features for its popular smartphone Caller ID application delivering [real-time caller and text identification](#). Through an innovative, audible feature, Privus Mobile announces the name of the incoming call or text for true hands-free operations regardless of whether the person is in the user's contact list or not. This is the first time BlackBerry users have been able to receive true Caller ID on their phone when the call is coming in\* as well as the name associated with incoming text messages from people not in a phone's contact list.

### Privus Mobile for [BlackBerry Version 4.0 Features](#)

- **Caller ID** – Enables users to see the name associated with any incoming call on their BlackBerry smartphone – not just those already in the contact list
- **Text ID** – Displays the name associated with incoming text messages – not just those already in the contact list
- **Voice Cue** – Announces the name of callers from the user's contact list and from Privus Mobile's real-time Caller ID for callers not already in the contact list to allow for true hands-free operation
- **Caller Name Look-up** – Enables users to look up the name associated with any telephone number through one of the world's most comprehensive caller information databases from Accudata Technologies.

Privus Mobile allows users to customize their phone's identification features to their exact needs through several different package offerings. Standard with all offerings is Privus Mobile's leading caller name look-up feature, but users can pick and choose which additional features they want from a variety of product offerings from Privus Mobile at <http://www.privus.mobi>, [BlackBerry App World](#), [Handango](#) and [Handmark](#).

“The days of scrambling to find your phone so you can see, or guess, who's calling are over. No longer will you have to fumble around the passenger seat in the car to find your phone so you can see who's calling even if you're already wearing a Bluetooth headset,” said Greg Smith, president of Privus Mobile. “Now you can see and hear the name behind the number for incoming calls or texts on your BlackBerry. It's the perfect combination of true functionality and convenience in a smartphone application.”

BlackBerry users interested in purchasing Privus Mobile can download the complete application on their device with a 10-day free trial through BlackBerry App World, Handango or Privus Mobile's website (<http://www.privus.mobi>). The application is compatible with all BlackBerry devices

including the newly-released BlackBerry Torch, BlackBerry Tour, BlackBerry Curve and BlackBerry Bold.

As always, Privus Mobile delivers real calling names straight from the carriers and developed the patent that it enabled it to become the first application capable of working over the same SS7 network used by landline Caller ID services. As a result, Privus Mobile is able to deliver reliable, up-to-date caller information almost 90 percent of the time. In addition, Privus Mobile's application is ad-free and the company does not attempt to download the users contact list to supplement its Caller ID services. Privus Mobile is committed to protecting the privacy of its users.

- Fans can find Privus Mobile on [Facebook](#) and [Twitter](#).

\*Due to simultaneous data and voice constraints on CDMA networks, Privus Mobile will announce the caller information while ringing on BlackBerry devices compatible with 3G GSM networks such as AT&T and T-Mobile. Users on other carriers will receive the notification after the call or text message is received.

#### **About Privus Mobile**

I D YOU LLC, a wholly owned subsidiary of Accudata Technologies, has launched the industry-first Privus Mobile service, which provides real Caller ID service to wireless handsets, giving users greater control over who they talk to and when. Privus Mobile is available for Windows Mobile, Android, Symbian and BlackBerry devices through Handango, Handmark, Privus Mobile's Web site, Mobile2Day, the BerryStore and Berry App World. Privus Mobile's iPhone application, iPrivus, is available at the App Store.

I D YOU LLC, which is focused on providing the most comprehensive Caller ID service available, is headquartered in Allen, Texas. For more information, visit [www.privusmobile.com](http://www.privusmobile.com).

###