

LYRIX ANNOUNCES RELEASE OF MOBISO 6.0 WIRELESS EXPENSE MANAGEMENT SOLUTION AT INTEROP NEW YORK 2009

New York, NY – October 19, 2009 - Lyrix, Inc., a leading provider of enterprise collaboration solutions for wireless will be participating in the Interop New York Exhibition (**Booth 711 in the Mobile Business Zone**), November 18-19, 2009 in New York City. Lyrix will announce the availability of **Mobiso 6.0** for Blackberry and iPhone, a software download for proactive wireless expense management, CRM integration, and hands free collaboration tools.

Stewart Hampton, Director of Sales & Marketing at Lyrix comments: "We developed Mobiso 6.0 because our enterprise clients are looking for visibility into the use of mobile phones for business – especially automated tracking of business calls made from employee mobile phones. Analyst reports indicate that employees routinely overcharge mobile phone expense reports by 30% when tracked manually by the employee. With a clear trend toward increased use of employee-owned mobile phones for business, enterprises need visibility into that worker's phone - not just to accurately account for reimbursement and client billing, but also to retain the valuable customer contact information that now resides on these phones.

Mobiso allows any business to adopt an automated 'employee liable' wireless phone program which produces the accurate data they need for cost management and control. What about businesses with Corporate Liable phone plans? According to Hampton, "Mobiso also delivers cost savings and benefits for businesses that provide corporate-liable mobile phones. A significant portion of corporate liable phones usage is in fact personal so businesses are over paying.

Whether corporate or employee liability, in either case, a cell phone usage policy can now be implemented using the Mobiso solution saving companies from paying for employees personal calls. Lyrix has created an ROI calculator on Mobiso.com for folks to estimate for themselves how much money they can save with Mobiso."

It's more than just proactive wireless expense management though. Rather than just being a software widget on the phone for call tracking, Mobiso unobtrusively collects usage data and contacts on the phone and synchronizes with the Mobiso cloud for processing. Mobiso also allows employees to grab numbers from their Corporate Directory and sync. to the phone. The Mobiso intelligent address book allows employees to track business and personal use of their phone, and is automatically updated with changes to their Corporate Directory. The shared use of a centrally administered, cloud-based addressbook, saves time in the field and helps to assure accurate connections.

The usage data Mobiso collects can be used any number of ways including expense tracking, IRS reporting, CRM activity sync., and other uses we haven't thought of yet.

Any contact synced with the Mobiso cloud automatically get's optimized for speech recognition by Lyrix. This means users can call the Mobiso access number and use the voice activated features of Mobiso include: voice dialing, conferencing, messaging and follow me. This feature speech-enables both the personal and corporate directories for safe, numberless connections.

Mobiso 6.0 is available for free at my.mobiso.com. Prosumers with Blackberry can try **Mobiso – Personal Edition**. Businesses can contact Lyrix for **Mobiso Enterprise Edition** which comes with Corporate Directory sync., CRM Integration, and hands free voice activated features.

About Lyrix, Mobiso, PeopleFind

Since 1996, **Lyrix** has been providing the industry's most accurate speech-enhanced directories for use as Speech Attendants and Speech-assisted Mobile Address books. Deployed worldwide by the world's most successful enterprises and technology vendors, Mobiso delivers better business agility while easing the costs and inefficiencies of communicating in an increasingly mobile and distributed world.

Mobiso 6.0 is a unique SaaS (Software as a Service) that delivers two benefits: improved productivity of mobile people as they manage and navigate increasingly large directories and the ability for IT management to better control the escalating costs of wireless usage. Mobiso 6.0 captures a unifying view of wireless usage across the enterprise while making mobile people more productive.