

Exhibit E

Disruptive Telephony

Dan York on how Voice over IP is rewriting (almost) everything you thought you understood about telephony...

[Disruptive Telephony](#)

[Disruptive Conversations](#)

[Twitter: @danyork](#)

[Voice of VOIPSA](#)

[Blue Box Podcast](#)

[Voxeo Blogs](#)

Google acquires GrandCentral... and enters further into the PSTN side of telecommunications

News breaking out today is that Google has [acquired GrandCentral for something around \\$50 million](#). [GrandCentral](#) is a service that gives you one phone number that can ring multiple numbers, provide one common voicemail



- and all sorts of the other features (see "[howitworks](#)" for a list of features). As [the GrandCentral blog entry](#) says:

We started GrandCentral because we wanted to create a service that puts users in control of their voice communications and not the other way around. As you have discovered, with GrandCentral you get all of your phone calls through just one number that never changes and you can link and ring up to six phones to ring when somebody calls you. But that's just the start. You can set different rules for each caller (some ring all your phones, other can go straight to voicemail), create personal voicemail greetings for each of your callers, and even check your voicemail on the web with all of your messages in just one inbox. We'll even save your messages for as long as you want.

I first learned of GrandCentral quite some time ago from [Andy's blog](#) and subsequently heard GrandCentral CEO Craig Walker talk out at O'Reilly's Emerging Telephony conference at the beginning of this year. It seemed to be an interesting service, although unfortunately I didn't sign up for the service at the time. (Now you have to wait to be invited if you want to try it out.)

As to Google's motivation, they discuss it in [the Google blog entry](#):

GrandCentral is an innovative service that lets users integrate all of their existing phone numbers and voice mailboxes into one account, which can be accessed from the web. We think GrandCentral's technology fits well into Google's efforts to provide services that enhance the collaborative exchange of information between our users.

GrandCentral offers many features that complement the phone services you already use. If you have multiple phone numbers (e.g., home, work, cell), you get one phone number that you can set to ring all, some, or none of your phones, based on who's calling. This way, your phone number is tied to you, and not your location or job. The service also gives you one central voice mailbox. You can listen to your voicemails online or from any phone, forward them to anybody, add the caller to your address book, block a caller as spam, and a lot more. You can even listen in on voicemail messages from your phone while they are being recorded, or switch a call from your cell phone to your desk phone and back again. All in all, you'll have a lot more control over your phones.

So will we ultimately see voicemail inside of Gmail? One would assume that we will eventually see integration with GoogleTalk, which would give that service its first direct PSTN connectivity. With a GrandCentral integration, GoogleTalk essentially winds up with a "SkypeIn" kind of service that can route calls to you on GoogleTalk. The "[WebCall Button](#)" and "[Click2Call](#)" services also fit in with other Google efforts to expand further into "click to call" (as you can do now in Google Maps).

All very interesting to see... congrats to the GrandCentral team and it will be very interesting to see what emerges from the integration.

Technorati tags: [google](#), [grand central](#), [voip](#)

July 03, 2007 in [Collaboration](#), [Google](#), [SIP](#), [Telecom Industry](#), [VoIP](#) | [Permalink](#)

Favorite

[Reblog \(0\)](#) |

| [Digg This](#) | [Save to del.icio.us](#) | [Tweet This!](#)

TrackBack

TrackBack URL for this entry:

<http://www.typepad.com/services/trackback/6a00d8341bfc6e53ef00e008d16c8e8834>

Listed below are links to weblogs that reference [Google acquires GrandCentral... and enters further into the PSTN side of telecommunications](#):

Comments

[voipstutter](#) said...

Google is more license aware than grand central was. GC let you upload any mp3 to be played to callers while the multiple phones were ringing.

This came out right after the acquisition.

Changes to RingShare™ that may affect your GrandCentral settings

We wanted to let you know about a change to the way our RingShare™ feature works that may affect your account. We've changed the way custom ring tones can be selected for callers and have created a gallery of licensed sounds to be selected. Unfortunately we can't allow the uploading of personal MP3s and any group or individual contact settings that were using one of these will be reset to the default American ring tone. We apologize for any inconvenience that this may cause.

Check out the beginnings of our RingShare™ Gallery here. We'll be adding more content and options shortly.

Sincerely,

The GrandCentral Team

[Reply July 16, 2007 at 02:10 PM](#)

Comment below or sign in with [TypePad](#) [Facebook](#) [Twitter](#) and [more...](#)

(URLs automatically linked.)

Email address is not displayed with comment.

Name

Email Address

Web Site URL

Post

Preview

POWERED BY  TypePad

[Disruptive Telephony](#)

[Disruptive Conversations](#)

[Twitter: @danyork](#)

[Voice of VOIPSA](#)

[Blue Box](#)

[Voxeo Blogs](#)

Google Acquires GrandCentral

By [Ed Oswald](#) | Published July 3, 2007, 11:15 AM

Google acquired voice communications management company GrandCentral on Monday, a move that it hopes will strengthen its service offerings.

Financial terms of the deal were not disclosed, although some have pegged the purchase price at somewhere around \$50 million. It is thought that GrandCentral's technology could eventually make its way into Google Talk.

The technology allows users to manage their existing phones and voice mailboxes as if it were a single phone number. GrandCentral, in that way, acts as a go-between among several phone numbers.

For example, a user gets a phone number which, through an online interface, could be set to ring for some, all, or none of the phones based on the caller. Thus, a user no longer needs to worry about missing important calls.

In addition, the user is given a central voice mailbox, which can be accessed from any phone. These messages can be forwarded and blocked as "spam," among other options.

"We think GrandCentral's technology fits well into Google's efforts to provide services that enhance the collaborative exchange of information between our users," Google product manager Wesley Chan said.

Public tests of the service have been ongoing, and current users will see no interruption in service while the acquisition completes. Those who may be interested in trying out the service may sign up on the [GrandCentral Web site](#).

While Google's reasons for purchasing the company may be completely benign, some Web pundits aren't so sure. "While GrandCentral is a good utility, there is something about Google having access to my phone records, and voice samples is one that gives me a twinge," Om Malik wrote for GigaOm.

[Webware](#)

July 2, 2007 1:46 PM PDT

It's official: Google acquires GrandCentral

by [Josh Lowensohn](#)

0

[Share](#)

Google has **just announced** the **much-rumored** acquisition of communications service **GrandCentral**. **TechCrunch** broke the news about the acquisition last week and **is now reporting** the deal is rumored to be somewhere in the range of \$50 million. Details about final price and terms are confidential.



This is Google's latest move into the telecommunications market and one of their biggest. For current GrandCentral customers, service will go uninterrupted. For users interested in signing up, GrandCentral is now limiting sign-ups to **invitation only**.

The other big change in place as of today is **GrandCentral's RingShare service**. Previously, users were able to upload their own MP3 sound files for callers to hear instead of the classic tone. Users are now limited to a small selection of licensed music.

There was no other news from either of the companies about integration into Google's various tools and services. Google insists that "there are no specific product plans to discuss at this time."

**[Josh Lowensohn](#)**

Like

27

[Full Profile](#) [E-mail Josh Lowensohn](#)

Josh Lowensohn joined CNET in 2006 and now covers Microsoft. Before that, Josh wrote about everything from new Web start-ups, to remote-controlled robots that watch your house.

