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# PRESS RELEASE

## Interactive Media Announces VXML Certification

*The IM Media Server platform successfully tested for VXML 2.1 certification.*

**Rome, December 5, 2016:** Interactive Media today announced that VXML\_NG 7.2.6, the VXML interpreter part of IM Media Server, the VoiceXML platform used for its Conversational and Multimodal IVR Solutions, successfully passed conformance testing of VoiceXML Forum Platform Certification Program for VoiceXML 2.1, getting the award of a VoiceXML Forum Certified Platform.

The VoiceXML Forum, an industry organization whose mission is to support proliferation of VoiceXML implementation and adoption to promote interoperability within the industry, certified the IM implementation of VoiceXML 2.1 standard through testing by Surgent Networks, an independent third-party compliance consultant. The certification of IVR (interactive voice response) platforms as VoiceXML 2.1 compliant helps enterprises to choose the right investment in an IVR platform.

**Interactive Media has been since the beginning among the early adopters of industry standards, and now is the only European company to have this certification award for VoiceXML 2.1 IVR platforms.**



Our Clients deliver excellent performance, return on investment and customer experience using IM Conversational and Multimodal IVR. We provide an open, standards based environment with access to the most up-to-date technologies and the greatest flexibility and investment protection for the future.

Enterprises that use or want to have VoiceXML 2.1 compliant IVR platforms can easily migrate from their existing applications to IM IVR VoiceXML compliant platform. Certified VoiceXML 2.1 compliant IVR platforms allow enterprises to invest in application excellence without worrying when switching from an on premise solution to a hosted solution, or changing IVR vendor.

*Headquartered in Rome (Italy), Interactive Media provides Customer Self Service Solutions based on Virtual Conversational Assistants. Main Solutions include Conversational IVR, Call Steering, Visual IVR and Speech Analysis. IM Natural Language applications on voice and text channels use the IM.MIND – Multimodal Interactive Natural Dialog – framework that delivers VoiceXML, XML and HTML scripts.*

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