



New Interactive WIND UP Service

The basic features of the joke line service are as follows:

1. **Caller rings the service (usually on £1 or £1.50 p/min)**
2. **Caller selects the wind up best suited to their victim**
3. **Caller enters their victims phone number (Mobile or landline)**
4. **System then calls the victim and the caller listens in live as their victim gets wound up.**

Additional Standard Features are as follows:

- a) **Sample Menu.** The caller can listen to a 30 second sample of each of the jokes on the platform. Great if they want to find the perfect joke for a particular victim.
- b) **Gotcha Menu.** The caller can listen to real examples of people caught out using our wind ups. This will expand as we record new ones each month.
- c) **Instructions Menu.** As we have introduced a number of special features (see below) we have included a full instruction menu the caller can listen to, to find out how to make the most out of each joke. The general menu instructions are clear and concise so whether the caller listens to this menu or not they will easily be able to use the service.

This service has a host of new key features.

- Single PRS number for both mobiles and landlines
- Interactive features enabling the following:
 - **Your phone number.** Some of the wind-ups have incorporated the victims phone number into the joke. This means that when the victim gets the call and has their own phone number read out to them, it will create a more believable and personal wind up. E.g. **“mobile telephone number 07766000000 (victims mobile number) has been reported stolen and is going to be deactivated in five minutes...”**
 - **Victims' name.** One of the wind-ups have also been created to include the victims' name. This will have been recorded by the person instigating the joke and then played to the victim as part of the wind up, once again this will make it more personal and believable. E.g. **“we have a delivery for ‘Joe Bloggs’, which will be delivered on...”**
 - **Current Date and Time.** Two of the wind-ups will tell the victim the current date and time to make the wind-ups more immediate and current. Obviously this is always going to be the current date of the wind up so every call will in effect be unique. E.g. **“the time and date for de-activation of this mobile will be (current date and time).”**
 - **Walkie-talkie chat.** At any time during the wind up, the caller can choose to talk directly to their victim. This is expected to be very popular and will increase hold times dramatically. Some of the wind-ups have been created to enable the caller to step in at an appropriate time to continue the wind up. E.g. **“transferring you to a live operator now...”**
 - **Return to menu.** This feature allows the caller to go back to the main menu at any time. This means that if they cannot get hold of their victim or if they have finished winding someone up, they can choose to return to the main joke menu and select a new joke/victim and start again. This will effectively increase hold times and create a more user-friendly service. E.g. **“your victim has hung up, you now have three options, to play a different joke on the same victim ...to play the same joke on a new victim...or return to the main menu to select a different joke and victim.”**
 - **Multi-Calling.** This feature has enabled us to create jokes that require multiple calls.

This means we can repeatedly call the victim with different voices to increase the fun and make it more believable. This will also increase average hold times, as the caller will wait for the next part of the joke to be played.

- Long hold times up to ten minutes
- Available in Ireland by the end of June (USA follow).

These are the Wind-ups

9 hilarious wind ups (6 new ones with the three most successful existing ones retained)

1. Your mobile has been reported stolen. (Brand new wind up)

Someone has reported their mobile as being stolen and they receive an automated message telling them their mobile will be cut off in five minutes....

2. Sex Disease Clinic. (Very popular existing wind up)

An ex-girlfriend has caught something nasty and has been to the clinic. Now a Dr from the clinic is ringing up all her ex-boyfriends to see if they have had any of the symptoms...

3. Is Quentin There? (Brand new wind up)

The victim will get a call from someone looking for a chap called Quentin. She's pretty rude when she hears it's a wrong number. Then when they put the phone down they immediately get another call from someone looking for Quentin and another and another until they finally get a call from Quentin who is very pissed off that the victim hasn't taken any messages...

4. Phone Engineer (very popular existing wind that's been updated)

They get an automated call from the local phone exchange as someone has reported their phone number (it reads it to them) as being faulty. They are informed that it will need to be tested by the local exchange voice calibration system, could they just repeat a few word and phrases...

5. I'm Returning your call (Brand new wind up)

A quick fire joke that results in multiple calls from the same guy and he is not happy bunny because he is right in the middle of something....

6. Automated Order Confirmation Service (Brand new wind up)

The victim gets a call confirming their 'order' from a dodgy internet site, somehow they have got his name and are going to deliver the dodgy items to his home today in five minutes, unless... This wind up plays the victim their own name and the current date and time.

7. Hi, you're live on the Radio (Brand new wind up)

It's a radio producer and they are going to be live on the radio in 30 seconds because an ex-partner of theirs has rung in the show and answered three questions. If they get them right they win a luxury holiday with the mystery ex-partner. Oh and please don't swear because it's live...

8. The Dating Agency (Brand new wind up)

They get an automated call from the dating agency because someone signed them up and registered a voice mailbox for them. Their advert has already attracted some messages from likely partners then the system plays the messages and asks them to record a response...

9. It's reality TV (Very popular existing wind up)

Someone has dropped out at the last minute and they need a replacement who is game for a laugh, have you got clean pants on?