Free Android app offers a text 'subject line' for phone calls

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The cell phone era may have made calls more mobile than ever before, but the fact remains that it's still not possible to know what a call is about without answering it. Enter SayWhat, a free new Android app that adds the equivalent of a "subject line" by merging text and voice communication.

Launched just a few weeks ago by Israel-based SayWhat Labs, SayWhat allows users to send, accept or reject phone calls with a personal message and an emoticon. Specifically, both caller and recipient can exchange a short message and emoticon as a voice call is being placed. "Similar in purpose to an email subject line, SayWhat easily resolves the question of whether to place or take a call – and provides a fun way to express the mood, topic or urgency of a voice call," the company explains. A variety of predefined messages and expressive emoticons are included for use in different categories of calls including casual, fun, work and love, but users can also write their own messages or use their own emoticons. So, if a voice call is inconvenient, for example, the recipient can respond with "Sorry, I can't talk now." Alternatively, if the call is urgent, the caller can make that clear. SayWhat also features a "Can You Talk?" button that lets users immediately see the availability of their contacts without actually placing the call. The video below explains the premise in more detail:

SayWhat is now available on Google Play in English, Spanish, German, Portuguese, Russian, French, Italian, Hebrew, Korean, Japanese, and Simplified and Traditional Chinese languages. Versions for iOS and Windows devices are coming soon. App-minded entrepreneurs: one to get involved in?

Website: www.saywhat.mobi/#index
Contact: www.saywhat.mobi/#contact-us

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