

## **Purple™ Acquires Snap Video Relay Service (VRS™)**

*Purple begins providing VRS, customer service and support to former Snap VRS customers  
October 1, 2012*

Rocklin, CA ([PRWEB](#)) October 01, 2012 -- [Purple Communications™, Inc](#) announced today it has acquired certain assets of the Snap!VRS™ and Healinc Telecom Video Relay Services (VRS) businesses. Effective Monday, October 1, all Snap and Healinc VRS customer calls will be processed by Purple.

“We are pleased to have the opportunity to serve our newest customers, and we are confident that we will provide a seamless transition,” explains John Ferron, President and CEO of Purple Communications. “We are really excited to have the former Snap and Healinc Telcom customers experience our differentiated Purple VRS service and welcome them to our Purple family.”

The acquisition includes Snap and Healinc VRS customers and network equipment, and will serve those customers on their existing VRS equipment.

“At Purple, we are committed to providing our customers with more choices than any other VRS company – we know our customers have a choice when it comes to choosing VRS and that’s why we always strive to give our customers the best calling experience,” said Mark Bella, Vice President of Sales for Purple. “Customers who enjoy using the Snap!VRS Ojo™ and vPad™ can continue to do so – the only difference will be that VRS calls will be answered by a Purple video interpreter (VI), and you will enjoy more innovative products and features.”

### About Purple

Purple Communications, Inc. is a leading provider of video relay and text relay services, on-site interpreting services and video relay interpreting. Offering a wide array of options designed to meet the varied communication needs of businesses and customers, Purple’s vision is to enable free-flowing communication between people, inclusive of differences in abilities, languages, or locations. For more information on Purple or its services, visit [www.purple.us](http://www.purple.us) Purple, P3, the hands logo and the Purple logo are registered trademarks of Purple Communications, Inc. Other names may be trademarks of their respective owners.

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**Online Web 2.0 Version**

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