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(54) **Title:** SYSTEM, APPARATUS, AND METHODOLOGY FOR PEER-TO PEER VOICE COMMUNICATION EMPLOYING A CALLER-SPECIFIED MULTIMEDIA ANNOUNCEMENT

(57) **Abstract:** A system, method and corresponding software application installed on communication devices of the system for communicating a media-based call alert command from a calling-party device to a called-party device prior to establishing the voice call therebetween. The media-based call alert command preferably conveys media content that is played on the called-party device prior to (or concurrent with) the establishment of the voice call to alert the called-party of the call. Alternatively, the media-based call alert command need not convey the media content itself, but instead convey media identification information that identifies media content that is locally or remotely accessible by the called-party device for playback prior to (or concurrent with) the establishment of the voice call to alert the called-party of the call. Preferably, the communication of the media-based call alert command is realized as part of a service that is available to subscribers of the service.