



For Immediate Release

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## **Eagle Mobile Selects Telenity's Advanced Messaging Applications**

### ***Canvas SMSC and USSD Service Center Ensure Capacity and Service Flexibility for Eagle Mobile***

**Monroe, CT – February 12, 2009** – Telenity ([www.telenity.com](http://www.telenity.com)), a leading provider of next generation converged services platforms and applications for communications networks, today announced that Eagle Mobile, the newest Albanian mobile operator, chose Telenity's advanced messaging solutions including Canvas<sup>®</sup> SMSC, Short Message Service Center and Canvas USSD Service Center to handle its rapidly growing messaging traffic and enable the introduction of new USSD and SMS-based innovative services.

Telenity's Canvas Converged Messaging Solutions enhance revenues from Person-to-Person (P2P) and Application-to-Person (A2P) messaging with a modular, scalable next generation IP based architecture designed for CAPEX and OPEX savings.

"As a new operator in the Albanian market, it's extremely vital for us to build a reputation as a reliable and innovative service provider. Telenity's SMSC will significantly improve our ability to gracefully handle SMS traffic peaks and offer higher service quality to our subscribers," said Ali Taskin, CEO at Eagle Mobile. "And Telenity's USSD Service Center will allow us to enhance our offering with new flexible and easy-to-use innovative messaging services."

"Since the launch of its operations in March 2008, Eagle Mobile captured 12% share of the total market in Albania and continues its solid growth. Their selection of our SMSC and USSD Service Center applications to support their rapidly growing customer base and SMS traffic proves the solid reputation Telenity has in the market for high performance and reliable messaging solutions," said Serif A. Beykoz, General Manager Europe, Middle East and Africa at

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Telenity. "This is the start of a new relationship for us and we are committed to supporting Eagle Mobile on all avenues as they become a leading operator."

Canvas SMSC offers a next generation, IP-based, high performance and distributed short messaging system with:

- First delivery attempt, SMS routing, IP-offload, and advanced SLA management features
- One stop integration point for charging, subscriber database and third party service management solution

Canvas USSD Service Center offers a USSD gateway with pre-packaged services and a flexible, graphical service creation environment with interactive menu service templates and USSD Menu Browser capability.

### **About Eagle Mobile**

Eagle Mobile is the newest operator of the mobile telephony that entered into the Albanian telecommunication market on March 2008. Since the signing of the Shares Purchase Agreement between the Albanian government and the Turkish Consortium composed of Calik Group and Turk Telekom, the Albanian consumers are benefiting highly qualitative reliable services, the latest technology and incredible service packages offered by Eagle Mobile. As of year end in 2008, Eagle Mobile subscriber base reached 260,000 representing over 11% of the total market. Eagle Mobile made the fastest entrance to Albanian telecommunication market by giving a wide range of services in such a short time of six months.

For further info: <http://www.eaglemobile.al/en/default.aspx>

### **About Telenity**

Telenity is a leading provider of next generation converged services and applications for communications networks. Telenity's market ready software solutions include: integrated advanced messaging (SMS, MMS, USSD) applications, innovative value added services (personalized call management, mobile collect call, missed call notification, voice/video mail, multimedia ringback tones, location-based people finder); and reusable service delivery components (messaging gateway, 3<sup>rd</sup> party access gateway and location gateways) enabling rapid service creation and deployment. Headquartered in USA, Telenity's worldwide customer base includes network operators, service providers and application providers serving over 300 million customers. Telenity partners with global and regional network equipment providers, system integrators and computing platform manufacturers. Learn more about Telenity's Canvas<sup>®</sup> family of converged services solutions at [www.telenity.com](http://www.telenity.com) and download a copy of Telenity's online newsletter [Telescope](#).

### **Meet Telenity Executives at:**

- Mobile World Congress 2009, February 16-19, Barcelona, Spain at Stand B151

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