



For Immediate Release

Contacts: Didem Karabatur  
+1.203.445.2019  
[Didem.Karabatur@telenity.com](mailto:Didem.Karabatur@telenity.com)

Rengin Gundogdu  
+90.212.468.2100  
[Rengin.Gundogdu@telenity.com](mailto:Rengin.Gundogdu@telenity.com)

Madhusmita Lahkar  
+91.80.2856.5808  
[madhus@jataayusoft.com](mailto:madhus@jataayusoft.com)

Raj Kesarimall  
+91.80.2856.5808  
[raj@jataayusoft.com](mailto:raj@jataayusoft.com)

## **life:) - Ukraine sets to launch WAP and MMS services powered by Jataayu's WAP Gateway and Telenity's Canvas**

**New Orleans, USA – March 14, 2005** – The new Ukrainian mobile network operator life:) (Astelit) announced the commercial launch of Mobile Internet access over WAP and Multimedia Messaging Services powered by Jataayu Software's (Jataayu) WAP Gateway and Telenity's Canvas® family of IP based products and applications.

life:) has a stated mission to use the best quality and the latest technology to provide the highest subscriber satisfaction. In this endeavor, life:) chose the Jataayu WAP Gateway for providing Mobile Internet access as well as add to Telenity's Canvas multimodal value added services products that include Canvas MMSC, Multimedia Messaging Services Center. The combined solution provides life:) with a high performance, reliable system to create a differentiated subscriber experience.

According to Raj Kesarimall, Director Marketing "The Jataayu WAP Gateway is a standards compliant, highly interoperable and scalable solution that can scale in tandem with life:)'s subscriber base. The integration with Telenity's Canvas MMSC for Multimedia Messaging solutions provides life:) with a proven solution that has been deployed worldwide across various locations. We shall continue to work with Telenity in this region to provide a world-class standards compliant solution that provides tremendous value to our mobile operator

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clients." "Combination of Canvas MMSC and Jataayu WAP Gateway provides our mutual customers with a high performance, reliable system that can be utilized to offer multimodal value added multimedia messaging services. We look forward to driving collaborative efforts with Jataayu" said Mr. Ilhan Bagoren, VP Marketing, Telenity.

### **About Jataayu Software**

Jataayu Software, a pioneer in the Wireless Internet industry, is a worldwide leader in the area of MMS, WAP, SMS, IMPS, SyncML and messaging. With a strong commitment to technology development and focus on the Mobile arena, Jataayu offers highly optimized messaging and browsing solutions for mobile terminals as well as carrier grade infrastructure software solutions including highly scalable Servers/Gateways, Chat, PIM and Notification/ Alert systems for Mobile Operators and Enterprises on GSM/GPRS/3G and CDMA environments.

The wireless terminal solutions offered by Jataayu include WAP 2.0 browsers, MMS clients, Sync Clients, IMPS Clients and other applications that are based on open standards, are highly portable, interoperable and platform agnostic (Windows MobileOS, PalmOS, Symbian, J2ME and other native OS platforms) for wireless terminals. Jataayu wireless terminal solutions are licensed by leading device manufacturers, ODMs and suppliers of reference platforms for the present and next generation devices. For more details, please visit [www.jataayusoft.com](http://www.jataayusoft.com).

Jataayu and Unwiring the Internet are registered trademarks of Jataayu Software (P) Ltd.

### **About Telenity**

Telenity, headquartered in CT, USA, is a leading global provider of end-to-end service delivery platforms and applications for mobile and next generation telecommunications networks. Telenity's products include the Canvas<sup>®</sup> SDP, Service Delivery Platform, the Canvas iCON<sup>™</sup> Intelligent Content Management Platform, messaging solutions (MMSC, UMS, SMSC, and F-SMSC), location enabling server and a variety of revenue generating applications. Telenity is a recognized expert in value-added services differentiation by a worldwide customer base that includes wireless network operators, content providers, service application developers and global channel partners. Telenity's products and solutions currently serve over 50 million subscribers worldwide. Learn more about Telenity's Canvas family of solutions at [www.telenity.com](http://www.telenity.com).

Telenity and Canvas are trademarks of Telenity.

### **About life:) -/Astelit**

life:) is the new GSM service provider owned by Astelit. Astelit is owned indirectly by Turkcell (NYSE:TKC) and local shareholders. life:) commenced its operation on January 24, 2005. The vision of life:) is to be the most preferred, new generation and ground-breaking operator in the Ukrainian mobile communication market. life:) provides supportive customer care services through its call center, 24 hours a day, 7 days a week with its specially trained trilingual agents. Through its sales network, life:) ensures availability of its products and services across Ukraine. Regarding human resources, life:) aspires to create an environment for inter-cultural collaboration and above all to create value for its employees, partners and customers. life:) network code is 063. [www.life.com.ua](http://www.life.com.ua).