



For Immediate Release

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## **Telenity's Canvas Unified Messaging System Provides Multimodal Services to over 18 million Turk Telekom Subscribers**

**Cannes, France – (Business Wire) – February 14, 2005** – Telenity ([www.telenity.com](http://www.telenity.com)), a leading provider of value added service delivery platforms that enable the programmability of wireless, wireline and next generation networks, today announced that it has signed a Multi million initial contract with Turk Telekom, the fixed-line operator in Turkey, to supply Telenity's Canvas<sup>®</sup> UMS, Unified Messaging System, integrated with the HP OpenCall<sup>®</sup> Media Platform. The Canvas UMS supports email, voice mail, fax, SMS, virtual phone services and message information services. The system will initially serve 4.1 million subscribers and then expand to serve over 18 million subscribers.

"Turk Telekom, which is going through a privatization process, knows that winning customers means winning real people, and has focused investment on the challenges that the changing market brings. The Canvas UMS not only provides unified messaging features, but also seamlessly integrates with the fixed-line SMSC system and other value added services like voice chat and ringback tones, which will significantly increase new service revenue for Turk Telekom," says Serif Beykoz, general manager at Telenity Europe. "In effect, the Canvas UMS turns the subscriber's handset into a dynamic communications device."

As Dilip Singh, president at Telenity bluntly put it, "What's important here is our technology translates into superior services that can be deployed in a matter of days or weeks, and walks the talk of increasing average revenue per user."

## Turk Telekom Selects Canvas UMS

The initial deployment of Canvas UMS will support 9,360 voice channels and is easily expanded to 34,560 by only a software license upgrade.

“Fixed network operators around the world are grappling with how to compete with wireless operators and increase service revenues while lowering costs,” says Celalettin Dincer, Vice President at Turk Telekom. “Telenity and HP came to us with new ways of thinking about IP technology which create a network fabric that ensures we can compete very effectively with wireless service providers. For instance, the user’s affordability to try and buy new services such as unified messaging, Televoting, voice chat and personalized ringback tones is tightly coupled to the operator being able to control design, features and performance. If you cannot control those, you cannot give the user immediate incentives or long term value. The Canvas solution ensures we can create our own services, work in collaboration with service and application providers and, equally important, immediately apply today’s new business models, be they fixed or wireless.”

### **About Canvas UMS**

The Canvas UMS provides a unified messaging platform that is a highly scalable, carrier-grade platform which supports the storage and delivery of voice mail, fax, SMS, MMS, email and video mail for a true multimodal experience. Powered by a unique and fully open system service logic creation and execution environment with open interfaces for application programming, it stores different types of data, allows interactions between different services and media through a Unified Messaging System Client for smart phones and PDAs, and a seamless 3G migration path for delivery and display of multimedia content—images, audio, video—that can be streamed when the network capabilities support the required bandwidth. The Canvas UMS also supports SIP to interface with next generation voice over IP networks.

### **About Turk Telekom**

Turk Telekom, with its dynamic and modern structure, operates, in accordance with the principles of profitability, efficiency and customer satisfaction. Turk Telekom, the biggest company of informatics in Turkey, aims to be the preferred operator both in the national and international markets, with its performance and investments.

Turk Telekom makes investments in order to establish the infrastructure of a profitable future, to compete easily in all fields and to keep the leadership in the telecommunications sector. With projects such as ADSL, Metro Ethernet, IDC and WiNet, Turk Telekom is preparing for a big revolution in data field. Turk Telekom also attaches great importance to customer satisfaction principles with the projects such as Call Center.

## Turk Telekom Selects Canvas UMS

With its technology, manpower and solutions for communication requirements of information age, Turk Telekom carries the future to present day.

### **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).

Visit Telenity at 3GSM World Congress, at Stand E53 Hall2.

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