

APRIL | 15 | 2004

## Technology

# Telenity Seeks To Canvas Location Server Market

Adapted from editorial that appeared in Wireless Week

## Telenity's Solutions' Overview

Telenity provides premium content and service delivery platforms with integrated multimedia messaging and location-based services. Here is a sampling of its solutions:

### Canvas™ Service Delivery Platform

Offers converged Telecom and open Web Services and Parlay/OSA interfaces integrated with media services. This frees telecom operators to open up content and service delivery without compromising network security and control. It offers integrated media/IVR, call control, messaging and telecom hosting application server with service creation environment.

### iCON™ Content Management Platform

iCON provides complete content life-cycle management and delivery designed to accelerate content revenues. It provides readily available multimodal push/pull services that convert any two-dimensional media into multi-dimensional content windows.

### Canvas™ Location Enabling Server

IP based unified location server, comprised of a rich set of integrated service engines that include; subscriber privacy profiler, application control, messaging, billing and integrated content geo-server for map, directory, geo-coding, and tracking services.

### People Finder Application

For locating and sharing fun content and information with designated friends, family and coworkers with state-of-the-art privacy and content management.

### Resource Tracking and Management Application

Allows users to locate, monitor and manage the mobile resources of their business using a Web browser.

### SmartAlert Application

It is designed to help capture airtime revenue that otherwise would have been lost due to missed calls when users are unavailable.

### Roamers Callback Application

Enables prepaid subscribers to make phone calls when they are roaming outside of their home network.

### FreeCall Application

Enables sponsored messages in place of ringback tone.

### PayForMe Application

Allows target end-users like youth, low budget and prepaid subscribers, and corporate customers to make reverse-charge calls.

### iCON-Enabled Movie/News Line Application

Allows for mobile voice interaction to entertainment and media industries.

Telenity has more than one way to deliver its location platform to the masses.

The Monroe, Conn.-based Company will provide Nortel Networks its Canvas™ Location Enabling Server and applications for messaging and content management, which Nortel will package and sell along with its own Mobile Location Center LBS platform. Telenity also struck a deal with Hewlett-Packard in which it will provide five applications to the hardware provider's Open Call Media Platform.

The IP based Canvas server takes the position coordinates from the base locator technology and integrates it with content. That produces positions on a map display, "and then it can combine with messaging components as well," says Nitin Patel, Telenity's director of product marketing and business development. "It brings a lot of feature rich and good user experience to the end users so that operators can make revenue out of value-added services."

Nortel staged a live network demonstration at CTIA Wireless 2004 to show off its location-based service platform, with Telenity demonstrating its Canvas server as part of that. Climbing on board with Nortel gives Telenity another sales channel, spreading the potential customer net even wider.

Nortel Networks is a leading supplier of telecommunications equipment in the Caribbean and Latin America, serving 47 countries and features some of the most advanced networks in the world. "Nortel addresses at least 85 percent of the Caribbean market, so we are getting very positive input from Nortel that we will get into other operators," Patel says. "These are in the pipeline, so as we prove ourselves we will get into others as well."

Telenity's partnership with HP involves providing applications that include ring-back tone, voice mail, roamers welcome, roamers callback, missed call alert, and TV show polling. "Gathering an array of such applications on one unified platform will make life much easier for applications developers to use these network capabilities in creating services the carrier in turn can market," says Ilhan Bagoren, Telenity founder, chief technology officer and vice president of marketing.

"We have developed a platform that is almost like the PCs of the 1980s – everything is on a single desktop where before that you had tons of different equipment," he says. "On a single platform and a single interface, you will be able to plug your application in to access all of these different technologies."

Telenity also gains a boost because it can reach HP's wide customer base. As with the Nortel deal, Telenity is hoping that riding aboard HP's product train will give it a greater reach with potential customers. HP, meanwhile, gains applications it can turn around and include in its own distribution channels.

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*NITIN PATEL, Telenity's director of product marketing and business development.*

"Our base strategy is to focus on the platform – an open platform with scalability for the providers," says Edward Verney, director of interactive media platforms for HP's Open Call Business Unit. Adding Telenity's products "enhances our reach into the market. They have the contacts, so jointly we try to wrap our value delivery chain around that." **WW**



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# Get Personal

## *Welcome to instant revenue generation*

Picture a phone that's a money-making mouse. Canvas™ brings the reliability and scalability of mobile telecom and the flexibility and user-friendliness of the Internet together on a single, secure open platform.

Picture being able to easily roll out premium multimedia messaging and location-based services like:

### **CoolRings™**

Plays personalized ringback tones, music, jingles, songs and slogans for both consumer and enterprise.

### **People Finder™**

Creates buddy lists and locates friends with state-of-the art privacy and content management. Exchange fun content with friends and family.

### **TalkShow™**

Participate in favorite live talk shows controlled via moderator with push of a button or text message sent from mobile phone.

### **Multimedia Billboards™**

Unique dial-in short code for ads in billboards or magazines. Download and access content using Voice, MMS and SMS mobile channels.

*Picture Canvas for both consumers and the enterprise. Start generating revenue now.*



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