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Build a Door***

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A reporter recently asked me about the secret to Telenity's success. "There is no secret," I responded. Success for Telenity is generated in the same manner as it is for our customers: Revenue grows with the proper alignment of services that are built on a platform that is poised to seize opportunity.

Some see the economic prowess in the communications industry cloaked in a shroud of mystery. In reality, reaching the pinnacle in this industry is like attaining prominence in any other business. Maximizing revenues while keeping capital expenses and operating costs in check generates success. However, one cannot do it alone. Good partners are a key in capitalizing on the breadth and depth of opportunities to create lucrative returns.

Telenity and its opportunity-driven Canvas suite of products are that key. **Our customers energize their ARPU by accelerating service creation and deployment with the Canvas CSP, Converged Services Platform.** Canvas CSP utilizes graphical service creation tools that closely resemble application design in a PC environment. Its open architecture is easily incorporated in existing infrastructure platforms for rapid service creation, either internally or via third-party developers. With Canvas CSP, new services are launched in a matter of weeks rather than months.

Rapid integration of advanced services— including bundling voice with location-enabled services, multimedia messaging, streaming video, multicast and ringback tones—is one aspect of the Canvas CSP appeal. Content management is another. Because content has propelled the growth in new services, content management is critical. Canvas iCON manages the full lifecycle of content; from creation and aggregation to delivery and revenue sharing. Canvas is open-standards-based without compromising leading edge technology. Whenever standardization efforts do not keep up with us, we move forward with our technology and share it with the standards organizations to make sure the standards move

along the same lines as we do. That is what we did in the standardization of location, content and CSP integration. **Swift service creation combined with integration of content with service logic and the tools to manage these services is what we call "The Programmable Network."** It is a strategic philosophy that carriers worldwide are adopting. Yet, Telenity is the only company of its kind that delivers the breadth of service creation and content management combined with the depth of advanced messaging and location applications and services deployed on a common, open framework.



It is not surprising, then, that the Canvas product portfolio is increasingly the preferred choice among application service providers, mobile virtual network operators and carriers of wireless, wireline and VoIP networks for launching profitable value added services. As communications industry evolves from the current set of technologies to next generation IP networks, Telenity is here to help simplify the migration with its technology, know-how and extensive experience, whether it is an evolution or a revolution to next generation services.

Your success is our success. Let Telenity unlock the potential of your current or next generation networks and make it programmable for value added services with our Canvas suite of products.



Dilip Singh
CEO
Telenity

There is no longer any doubt that application services are going to be a key source of operator revenue in the years ahead. The mobile content market is beginning to fulfill its early promise as growing numbers of subscribers look for mobile content to buy.



According to a recent industry research, 73% of AsiaPac subscribers expect to be downloading ring tones in 12 months time, with 49% wanting games. In Europe, those figures are 20% and 15% respectively. Operators are eager to pick up on this trend, and Accenture claims that most mobile operators expect 25% of their data services to come from mobile content by 2008.

But in order to remain competitive in this fast-moving market, operators need to equip themselves with two key capabilities:

- a ready and ever-expanding source of new mobile content to tempt the market – in other words, an ecosystem of application developers that can work with the operator to create new applications
- a cost-effective and rapid way of delivering new applications – that is, a platform for accepting the applications from the developers in the ecosystem, preparing them for the operator's network environment and the end-user's mobile device, and ensuring that users can find and be charged for the new services. This platform is defined as the service delivery platform (SDP).

The important characteristic of a service delivery platform is that it provides a consistent set of functions to a wide range of network applications. Instead of application developers having to hard code over and over again into their end-user services capabilities such as access control, content management, or low-level calls to network devices (the so-called 'silo' or 'stovepipe' approach), they use a high level interface to plug into these capabilities within the SDP.

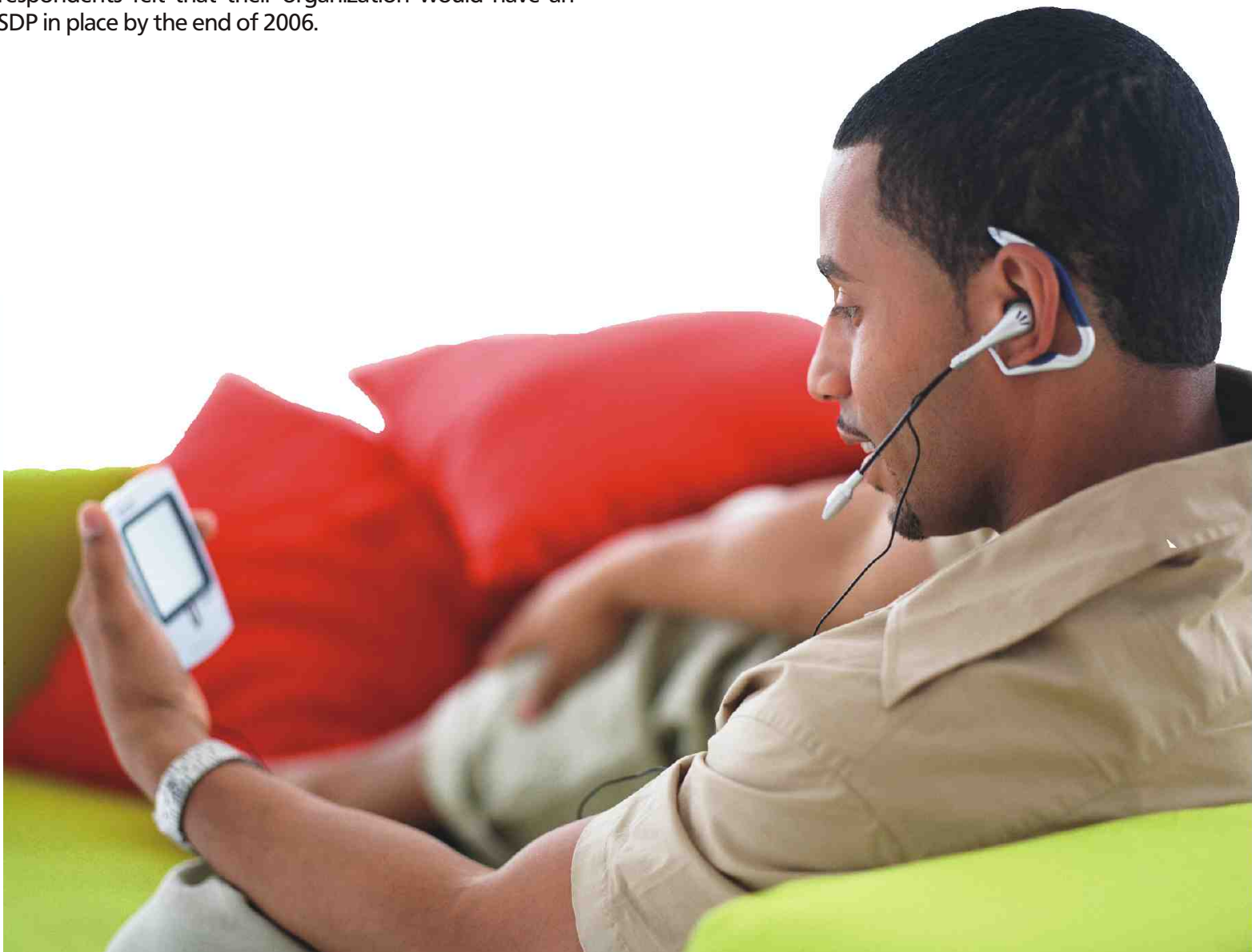
But the SDP is 'enabling' technology and many operators don't want to spend months and millions of dollars building the perfect service delivery architecture, only to find that they have no applications to run over it. They like the idea and cost benefits of having a single architecture to run all their services, but they want applications from day one that will run across it. Some SDP vendors, such as **Telenity, have long recognized the value of applications as the 'back door' way of introducing their SDP technology into operator organizations. They sell services – and the enabling technology automatically comes too.** The next service they buy automatically slots into the infrastructure and is cheaper, because the SDP function is already in place.

No single vendor is able to deliver all the components, or indeed all the applications, for the SDP. So operators need to look for SDP suppliers that have strong partnerships in the market with vendors that deliver complementary function: the more pre-integrated function an SDP vendor can offer, the cheaper it will be for the operator to acquire this all-important technology. And they will need to work with vendors that are building up application provider ecosystems. The more applications that are being written for the vendor platform, the wider the choice of content and applications the operator will be able to deliver to its market.

However, as mobile networks move from being 'walled gardens' – with new application development limited to a number of trusted partners - to 'open gardens', where the operator allows untrusted application developers to offer services over its network, the issues of network security and access control come to the fore. **The SDP needs to control who can do what, when and where, with which services, and, increasingly, with which quality of service.** The SDP therefore needs to be able to apply policies that control subscriber, service and third party content provider behavior in the operator's network. This is an area of the SDP that needs market education so that operators understand its considerable implications.

An SDP positions an operator at a key point in the service delivery value chain, enabling it to generate revenues, both for itself and its content provider partners, from value-added applications. According to Heavy Reading research, the world's most advanced Tier 1 mobile operators, including Sprint and Wind, have already put in place sophisticated SDPs. Operator groups, such as the Bridge Mobile Alliance in AsiaPac, are collaborating to build SDPs, sharing the cost and risk – and providing an attractive combined subscriber base for content providers. In a Heavy Reading survey of 65 operators last year, however, 22% of respondents, were uncertain of their organization's timeframe for SDP adoption. However, a third of respondents felt that their organization would have an SDP in place by the end of 2006.

Operator-cited barriers to SDP implementation include the complexity of the technology and uncertain return on investment. However, both the technology and the market are maturing fast and operators should partner with technology vendors that have a portfolio of applications built on open and standards-based SDP platforms, a strong ecosystem of partners, and the ability to demonstrate the business case for an SDP versus a silo approach.



Service delivery platform (SDP) technology is emerging as a means for enabling service creation, deployment and execution functionality to be reused across multiple services and applications. **SDP solutions are being offered by a variety of telecom network equipment and IT vendors, including Accenture, BEA, Ericsson, HP, IBM, Microsoft and Telenity.** To date SDP specifications have not been standardized across the industry, however many of the major players have similar architectural frameworks. The SDP market will experience significant growth over the next five years, albeit off a small base, increasing from USD1.5 to USD8.8 Billion between 2006 and 2010, as is shown in Exhibit 1.



appropriately positioned as a service delivery environment as opposed to a platform, however for the sake of consistency we refer to this environment as an SDP. Exhibit 2 illustrates the positioning of the SDP in logical service delivery architectures. For near real-time applications such as Voice-over-IP, video and interactive gaming, the SDP integrates with an internet multimedia subsystem (IMS), which provides the control plane functionality for service delivery. For non-real-time applications such as messaging, the SDP can integrate with a variety of network environments, via a logical network abstraction which we refer to as the service enabling system. This abstraction consists of functionality such as service quality management, service and subscriber segmentation, security, provisioning, and charging. We believe that non-real-time services such as advanced messaging and mobile content downloads will prove most lucrative for service providers in the short to medium term, and therefore the most suitable initial market target for SDP solutions.

Since SDP solutions span a broad array of functionality incorporating a variety of platforms, the Yankee Group believes that it is more

Exhibit 1.
Global Hardware Software and Service Investments for SDP Technology
Source: the Yankee Group, 2006

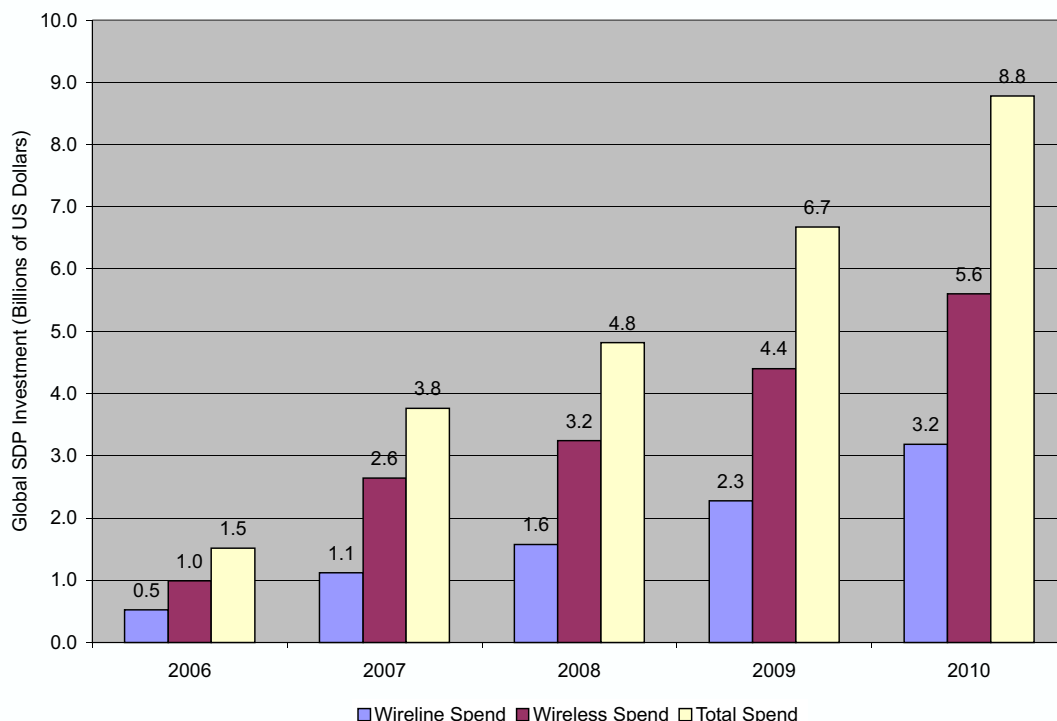
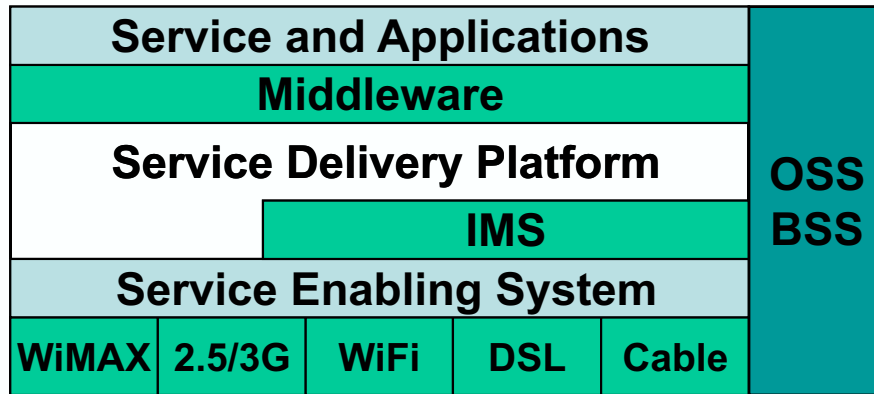


Exhibit 2.

Positioning of the SDP in the logical service delivery architecture

Source: the Yankee Group, 2006



Services and applications integrate with the SDP via a variety of Web-Service and Web-Service-like interfaces, represented by the middleware layer shown in Exhibit 2. Since integration with legacy and telecom specific services and applications is needed, a variety of specialized, and in many cases proprietary, interfaces are also used.

A critical aspect of an SDP is its integration with business and operational support systems (BOSS). Today many of the solutions that are being proposed to the market are lacking in this regard, which create challenges for service providers who require functionality to efficiently manage and monetize their service offerings. In recent interviews with service providers in Asia Pacific, it is evident that service providers are looking for business support systems that enable efficient management of third party relationships. A service provider in North America expressed concerns regarding the cataloging of services and applications. Several European service providers were concerned about device management issues and believe that it should be treated more holistically with the OSS framework.

The SDP market is of strategic importance since it represents the glue between services and the telecom networks. Since the SDP market is both nascent and being integrated into a complex telecom environment, it is critical that vendors develop solutions that anticipate the legacy integration requirements. In addition, the industry will benefit from blueprints and implementation success stories that demonstrate how SDPs enable revenue generating opportunities.

What are the three secrets to success in business? Everyone knows the answer is location, location, and location. Though this wisdom is not new, it has never been more true, especially for mobile operators. This is because, today, location is a strategic asset that only mobile operators can provide.



Having equipped their networks with E-911 technology that enables first responders to find subscribers in need of help, mobile operators are uniquely positioned to get an added return on their investment in that technology. The mobile network's newfound ability to very accurately locate end user devices geographically enables mobile operators to offer dozens of location-based services designed to enhance their customers' digital lifestyles.

Used alone, this location capability enables quick response to the scene of an emergency. Used in combination with other content-rich mobile network capabilities and applications, location becomes a powerful context-aware tool for both business and consumer customers.

Personalize Me

Location, with the ability to enact privacy when one chooses, is a starting point for personalization. **Personalized, context-aware services that use other relevant information when constructing multi-modal services can boost revenue significantly for mobile operators.** In fact, Juniper Research estimates that revenues from location-based services will climb from a little less than \$1 billion in 2005 to nearly \$8.5 billion by 2010. Although this projection might seem overly optimistic, soon most subscribers will be using location technology of some sort whether they are aware of it or not.

The services that location enables when combined with other information-based applications and mobile phone capabilities are virtually limitless. The categories under which those services currently fall, and cross between, include:

- Information
- Navigation/Routing
- Entertainment
- Emergency and Safety
- Proximity
- Resource tracking and management
- Location-based charging

A converged services platform such as Telenity's Canvas platform provides mobile operators with the integration capabilities they need to offer revenue generating, multi-modal services using voice, data and Web services.

For example, weather forecasts can be combined with virtual yellow pages and/or tourist attraction location to make family vacations away from home more enjoyable. Or, a business user who arrives in a city for a trade show a day early can use presence to locate friends who also have arrived in town. The person can use virtual yellow pages or proximity service to find a restaurant or two that are closest to the members of the group of early arrivals and invite them all to meet for dinner. The user can even send everyone menus from both places to help them decide which restaurant they prefer. In addition, restaurants and stores can use proximity and location based advertising and SMS to extend discounts to people within walking or driving distance of their establishments.

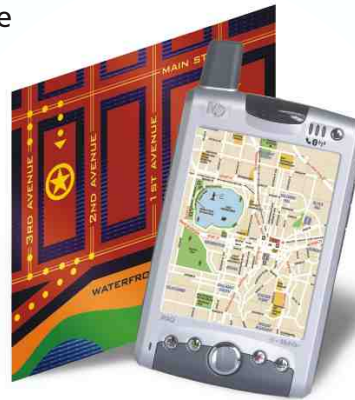
Location is a key enabler that creates a continuous user experience across many services. For instance, a buddy service with a group list can be passed to other services such as Instant Messaging (IM), conferencing and push-to-talk for field dispatch. These services need not wait for 3G or IP Multimedia Subsystem (IMS). In fact, location will enhance rich-content and multimedia sessions provided on 3G networks. For example, live video and traffic news, display of rich maps and proximity-based multimedia advertisement will all be key location-based offerings.

Location can also be used to have some casual fun. For instance, mobile operators can enhance a dating service application by enabling singles to interact with other singles that are located in the same city. Subscribers that are not interested in dating can amuse themselves by joining in a location-based game. On a more serious note, parents can use location to track their kids, spouses or vehicles. And people making deliveries can combine tracking with navigation services to optimize their routes.

Realizing New Revenue

The business and revenue models for location-based services will vary considerably among the world's mobile operators. Sources of revenue may include fees for subscriptions, services, connection and airtime, content, or other schemes. Location also enables operators to implement location-based charging and extend different rates to callers in different locations. In addition, many location-based services will be offered as business services to enterprise customers. Enterprise

location services will resemble private network services, with bulk or volume discounts offered to large business clients. Employees will use the services at no charge.



As the location market evolves, context-aware, location-based services will be key to success for all of the businesses involved in the mobile industry. This is because these services will be used across all value added services. Carriers that create and offer their customers the best context-aware, location-based services and offer them the capability to create their own services will enjoy optimal success as this new era unfolds.

To learn more about Telenity, Converged Canvas Location-based Services and other Canvas products, please visit our website at www.telenity.com or contact marketinginfo@telenity.com

[Canvas LES, Location Enabling Server Brochure \(PDF\)](#)

[Canvas RTMS, Resource Tracking and Management System Brochure \(PDF\)](#)

[Canvas PFS, People Finder Service Brochure \(PDF\)](#)

[Location Based Services Demo](#)

The keys to Converged Service Delivery Platforms are service abstraction, optimization of network resources and operations, and ease of billing and collections for new services.

It is no secret that mobile competitive fundamentals require new agility to anticipate the market dynamics and respond quickly and effectively, and optimize cost structure in terms of both capital and operational expenditures.

The mobile industry is undergoing major upheaval as subscriber penetration rates saturate, competition from MVNOs challenge operators' plans to improve data ARPU with a focus on content and data services, and peer-to-peer net-working and VoIP-over-mobile looms large. If that's not headache enough, the impact of Mobile-WiFi convergence on operators' business models is unclear, as are those of fixed-mobile convergence and evolution to IMS (IP Multimedia Subsystem). While everyone agrees that network and service convergence will happen in the long run, operators face near-term expenditures to cover 3G license fees, and evolve their networks to 3G and IMS.

Optimization of the cost structure has already begun with evolution to all-IP networks; for instance, VoIP is used in many network backbones today. However, alignment of network assets and operations in support of business models still remains a challenge. That is in part due to the fact that, **each new service, such as SMS, MMS and content downloads, has come with its own infrastructure, and has been added to the network to create a patchwork of service silos.** There is little, if any, integration between these services, and the ability for network operators to collect timely market data and respond to it swiftly is still in the future.



"The value chain for service delivery platforms is becoming increasingly complex and is impacted by the convergence between datacom and telecom. The secret to success in the SDP market is to create an ecosystem that is capable of supporting a variety of services," says The Yankee Group

A similar sentiment is expressed by Light Reading, "They [service providers] expect [SDP] vendors to bring with them service partner 'ecosystems' - a portfolio of application-level services already pre-integrated with the vendor's SDP and a large development community able immediately to set about building such services for the operator once the SDP is installed."

The Internet offers a good example for improving revenues, as it has proven itself to be a medium where innovation and entrepreneurship have created immense value for service providers, as well as consumers and enterprises that consume those services. While there are some obvious differences between the Internet and traditional telecom networks, there is absolutely no reason why the Internet model cannot be translated to mobile and next-gen networks with some modifications.

This idea is central to Service Delivery Platform (SDP) standardization efforts under OSA (Open Systems Architecture) and Parlay Group activities. The definition of SDP has evolved over time, as new and previously unforeseen services, such as alert services, content and webservices have come into play; however, several guiding principles remain the same.

Multiple Doors

We see three clear guiding principles for SDPs: service abstraction, optimization of network resources and operations, and ease of billing and collections for new services.

Service abstraction enables the complexity and the particulars of underlying networks to be hidden from application developers through standardized APIs, service creation and integrated development environments, and SDKs. Webservices are the latest development in this arena. Through these tools developers no longer need to be well versed in the particulars of traditional telecom protocols, such as ISUP, MAP, CAP, INAP.

Further, in today's legacy networks the ability to incorporate different service capabilities, such as an SMS activity leading to a content download, which can lead to a Push-to-Share session with few clicks on the number pad, is not yet possible. Service abstraction tools also provide the glue that can integrate diverse set of discrete services under multimodal service scenarios.

When it comes to operations, it's the SDP's responsibility to translate the service logic to the particular network environment in which it operates. This is extremely important because with service abstraction, the network – whether mobile or landline – becomes programmable by third parties who do not have in-depth experience with telecom environments but do have creative ideas for new services and applications. This clearly offers new ability to attract entrepreneurial energy to the mobile medium.

It also significantly improves the efficiency of network resources. New data services have typically introduced redundant components to the network, such as databases and OA&M systems that would not work with one another. With MMS and content downloads, systems for content management, digital rights management, device management and transcoding have been added to the list of network components. This list continues to grow with unified messaging, instant messaging, Push-to-Talk, Push-to-Talk over Cellular, streaming, gaming and location based services.

Each of these solutions typically undergoes long and arduous integration and acceptance cycles, which not only drain operational resources but, worse, delay time-to-market. **SDPs provide a framework in which such systems share common resources such as databases, switching systems, CRMs, etc. and integrate into the network through highly optimized interfaces.**

But, service abstraction and cost optimization mean little if service providers cannot charge for those new services. The SDP assists in this regard by offering a service discovery and charging framework through which various applications integrate with the particular rating, charging and billing systems in each network. All services that reside on the SDP integrate into such a framework. By the time new services are tested in the network, they are also ready to be billed.

Earlier standardization efforts for the SDP focused on service discovery, and service abstraction for call control, messaging, user interface management, mobility management, charging and billing. Service abstraction, particularly for 2G and 2.5G networks, posed a formidable challenge and required much of SDP vendors' resources given the diverse variety of signaling, call control and messaging protocols in the many networks worldwide. Without it, SDP's value proposition would have been severely limited.

In successive releases, standards have evolved to expand on earlier specifications and have introduced new capabilities, such as policy management, presence and availability management, and multimedia messaging.

Companions and Competitors

The past year and a half has seen intense activity in web services. Even with these expansions, standardizations efforts have tended to focus on core technologies, and have paid little explicit attention to some other aspects of service delivery, such as managing customer experience.

Providing an appealing customer experience requires many facets of the network to work in unison. Numerous user interfaces, such as SMS, web, WAP, IVR, facilitate access to products and services; personalization and service navigation help subscribers customize the products and services they purchase, and customer management enables subscribers to address both technical and billing issues painlessly.

Taking its cue from customer experience management, the focus of service delivery has progressed beyond the network integration over the past twelve months to expand into business processes. Considerations such as partner management, service management, quality of service management, SLA (service level agreement) management have now entered the domain of the SDP. With such a wide range of activities now considered under service delivery, it has become clear that no single company can provide all the components for an SDP. Today, an SDP involves an eco-system of vendors and solutions that have to work well together. Telenity's Converged Services Platform (CSP) provides key components in the SDP ecosystem. Canvas CSP is proving itself in numerous networks delivering solutions with a wide range of partners.

As the industry moves forward, Telenity is at the vanguard of those who offer innovative and high-performance products that integrate well with others and make it possible for opportunity to knock repeatedly for mobile operators and service providers.

To learn more about Telenity, Canvas CSP and other Canvas products, please visit our website at www.telenity.com or contact marketinginfo@telenity.com

[Canvas CSP, Converged Services Platform Brochure \(PDF\)](#)

[Converged Services - SDP Eco-System Demo](#)



New CEO to Lead Telenity's Growth in the Move to Service Delivery Platform and IMS Deployments in Communications Networks

Monroe, CT. – (BUSINESS WIRE) – January 25, 2006 Telenity (www.telenity.com), a leading provider of next generation converged services platforms and applications for communications networks, today announced the appointment of Dilip Singh, an industry veteran with over 32 years of experience, as President and Chief Executive Officer (CEO) effective January 1, 2006. Mr. Singh has served as the President of Telenity since September 2004. In his new role as President and CEO, Mr. Singh will continue to lead the company to sustained growth, profitability and international expansion. Mr. Bekir Serbet, a founder and former CEO of Telenity, will continue as a member of the Board of Directors.

"Telenity's expansion into APAC and North America via through and to Tier 1 partners and our recent wins in location-based services, ringback tone solutions, and converged services platforms are just few measures of Dilip's leadership contribution to Telenity's growth," said Bekir Serbet. "Dilip has a very clear focus on our converged services proposition to deliver off-the-shelf integrated components that enable content, application and infrastructure technologies such as messaging or location to come together in any 2G, 2.5G and 3G network, including IMS implementation alignment with the evolution of the core network."

"The vitality of Telenity's converged services proposition is that convergence is happening everywhere and it is dramatically changing the market dynamics as triple and quadruple play bundles are deployed by network operators," said Singh. "As operators implement Internet Multimedia Subsystem (IMS), Telenity's Canvas converged services solutions will be in the vanguard of our eco-system partners to deliver IP-based services faster, at lower costs and with richer user experience."

Prior to his most recent position as President of Telenity, Singh was President at ADC's Software Systems Division; Singh was an Entrepreneur in Residence at MC Venture Partners responsible for developing investment thesis and then concentrating efforts in pursuing investments in information technology and telecom market segments. Previously, Singh served as President of NewNet, a telecom infrastructure software startup,

which was acquired by ADC in 1997. Prior to NewNet, he served at Sprint Corporation as Executive Director of Intelligent Network Services and OSS Planning and Development. Before that Singh served as Co-founder/Joint Managing Director of United Database Corporation, a ground-zero start up which introduced Yellow Pages in India. Prior to United Database, Singh was an independent telecom consultant for Alcatel in England, Germany and Italy. Singh holds a Masters of Technology from the Indian Institute of Technology and a Masters of Science from the University of Jodhpur.

About Telenity

Telenity is a leading provider of next generation converged services platforms and applications for communications networks. Telenity's IMS compliant converged services solutions include: reusable service delivery and content components enabling rapid service creation, deployment and execution functionalities across multiple services and applications; location and presence servers; integrated messaging solutions; and value added services. Telenity's worldwide customer base includes network operators, service providers and application providers serving over 100 million subscribers. Telenity partners with global and regional network equipment providers, system integrators and computing platform manufacturers. Learn more about Telenity's Canvas family of converged services solutions at www.telenity.com

Visit Telenity at:

- 3GSM World Congress 2006, February 13-16, Barcelona, Spain
- CTIA Wireless 2006, April 5-7, Las Vegas, Nevada, USA

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Telcordia adds ringback tones and location-based services, enabling personalized subscriber services

Piscataway, NJ – January 10, 2006 – Building on its significant global momentum in IP Multimedia Subsystem (IMS), Telcordia today launches Telcordia® Ringback Tones and Location-Based Services as additional components of the Telcordia Converged Applications Suite. Designed to be integrated into all wireless and wireline networks, the new applications run on the Converged Application Server, supporting PSTN as well as IMS-based protocols such as SIP.

With customer deployments in all regions of the world, the new Telcordia IMS capabilities will ensure operators can offer subscribers added value through differentiated and personalized services. The Telcordia Converged Applications Suite is a set of applications that enable operators to rapidly launch pre-built services, speeding their time-to-market.

"The addition of these new applications to Telcordia's Maestro portfolio underlines our commitment to IMS and to helping operators derive value from all their networks through our Converged Applications Suite," said Scott Erickson, President, IMS Service Delivery Solutions. "Telcordia is reducing the complexity of rolling out new revenue-generating services and offering operators rapid time to revenue for high-value services. The first two in a series of expanded applications in the Maestro portfolio will provide operators with an extra level of advanced subscriber offerings to help them gain a competitive advantage."

Ringback tones, selected by the subscriber, take the place of the ringing tone the calling party hears when making a call. According to Ovum, phone personalization services, such as ring tones and logos generated US \$4.3 billion in 2003 for operators. It is now expected that global ringback tone revenue alone could generate more than \$2.4 billion in revenues by 2008, outpacing the current \$2.3 billion generated by ring tones.

Location-based services enable operators to create and launch new consumer and business offerings using the ability to determine a user's location, with full user privacy and network security. Telcordia applications for location-based services include:

- Child tracking - check the current location of a child or observe historical tracks throughout the day
- Finding friends - enable alerts when buddies are in close proximity, and for select friends, allow them to query your current location
- Fleet tracking - manage the location of a group of employees via mobile phones, with group messaging supported for alerts and work order assignments
- Finding a business with directions – closest restaurant, gas station etc.

Both Telcordia Ringback Tones service and location-based services allow operators to capture new market opportunities, strengthen their competitive position, and rapidly offer revenue-generating services that subscribers demand. The new applications continue Telcordia's leadership in supporting all types of customers and networks:

- Circuit and IP/IMS networks
- Wireline, wireless, and converged networks
- Fixed and mobile customers
- Pre-paid, post-paid, or both methods of payment.

The new applications are pre-integrated with Telcordia's Converged Real-Time Charging solution, enabling cross-service rating and bonus programs. In addition, these applications leverage Telcordia's comprehensive service creation environment to facilitate the rapid deployment of new services.



The Telcordia Ringback Tones application comes complete with an integrated content database, allowing subscribers complete flexibility in specifying per-caller options. Telcordia is partnering with Telenity, one of the leading value-added services and platforms providers, to support media management of the ringback tones service. Telcordia and Telenity are also partnering on the applications for location-based services.

"This portfolio moves service providers of all types up the IP enabled value chain that is critical for next generation networks," says Dilip Singh, President, Telenity. "Convergence is dramatically changing the market dynamics where triple and quadruple-play bundles are being deployed by network operators. The Telenity and Telcordia portfolio couples leadership in services and network standards that slashes time and cost to market and streamlines operations by coupling content management and service creation with OSS/BSS systems, and pre-integrated services such as personalized ring back tones and location-based services."

The new IMS applications are generally available now.

About Telenity

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About Telcordia

Telcordia Technologies, Inc. is a leading global provider of telecommunications network software and services for IP, wireline, wireless, and cable. As the industry continuously evolves, Telcordia is focused on being the undisputed transformation partner for its customers. By delivering flexible, standards-based software solutions and consulting services that optimize complex network and business support systems, Telcordia helps customers transform their business while aggressively reducing costs and growing revenues. Telcordia is headquartered in Piscataway, N.J, with offices throughout the United States, Canada, Europe, Asia, Central and Latin America.

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Geocell, of Fintur Holdings BV, chooses Telenity and Sun for Georgia's Multimodal Value Added Services



Monroe, CT September 7, 2005 – Telenity (www.telenity.com), a leading provider of differentiated value added services and delivery solutions that enable the programmability and convergence of the Internet, wireless and wireline networks, today announced that the Fintur Holdings BV (NASDAQ: SNRA) company, Geocell of Georgia, has chosen Telenity's Canvas integrated suite of platforms and services for their GSM network. The contract spans Telenity's Canvas Service Delivery Platform, Multimedia Messaging Service Center, Short Messaging Service Center, Voice Mail System, and voice supported services and applications. The services are deployed on servers from Sun Microsystems, a leading provider of hardware and software solutions serving Internet, wireless and wireline networks in more than 100 countries.

The initial new ringback tone service Geocell offered on Canvas CoolRings allows its end-users to set personalized greetings for callers. When a caller dials the CoolRings subscribers, he or she will hear pre-selected music or funny voice message chosen by the subscriber, rather than hearing merely a ring tone.

"Ringtones, ringback tones, games and wallpapers are part of what is driving revenue growth. Growth is really about new ways of thinking about both the hours and money that subscribers are spending on information, entertainment and business services," said Osman Turan, general manager of Geocell. "The Canvas SDP is powered by extraordinary service creation and execution environments that support open APIs. This all means we can have new services up in days or weeks, easily integrate them with messaging, location and media platforms, and offer top performance at bottom line prices."

"Canvas CoolRings high steps into personalized and affordable value added services", says Serif Beykoz, General Manager at Telenity Europe. "And with the Canvas SDP, Geocell leverages existing network assets because integration of management and support systems takes place only once. More significantly, Canvas SDP ensures that Geocell can create their own services, collaborate with service and content developers, and exercise new options to support a wide variety of business models, including resale and revenue sharing arrangements."

"Just as we led the advent of the advanced intelligent network, Telenity and Sun are allied at the forefront of giving operators new service creation, content provisioning, and development of scaleable services that can be accessed from any place on any network at any time," says Dilip Singh, president at Telenity.

"It's all about services. Subscribers don't care who creates the services as long as they have choice, ease of

personalization and can choose services and payment options on-demand," says Richard Schaefer, Telco Strategist and Marketing Manager, Sun Microsystems. "Together, we see networks converging allowing services to be fully portable across multiple networks, whether wireless, wireline, circuit-based or packet-based."

Sun and Telenity team together under Sun's Open Service Delivery Platform program. This partnership initiative helps telecommunications service providers rapidly and cost-effectively deliver new, differentiated revenue-generating consumer and enterprise services and evolve the necessary infrastructure to support them.

About Geocell

Visit Geocell at www.geocell.com.ge Geocell is owned by Fintur Holdings BV, a Netherlands based company, is jointly owned by TeliaSonera and Turkcell, 58.55% and 41.45%, respectively. Listed on the NASDAQ stock exchange in the United States (NASDAQ: SNRA) and Europe's Stockholm and Helsinki stock exchanges, TeliaSonera is a leading provider of mobile and fixed telecommunications services in Sweden, Finland, Denmark, and the Baltic region. Listed on the NYSE stock exchange in the United States (NYSE:TKC) and the Istanbul stock exchange, Turkcell is Turkey's leading GSM operator and Europe's sixth largest GSM operator by subscriber numbers. Turkcell provides mobile voice and data services to subscribers throughout Turkey and neighboring states.

About Telenity

Telenity is a leading provider of next generation converged services platforms and applications for communications networks. Telenity's IMS compliant converged services solutions include: reusable service delivery and content components enabling rapid service creation, deployment and execution functionalities across multiple services and applications; location and presence servers; integrated messaging solutions; and value added services. Telenity's worldwide customer base includes network operators, service providers and application providers serving over 100 million subscribers. Telenity partners with global and regional network equipment providers, system integrators and computing platform manufacturers. Learn more about Telenity's Canvas family of converged services solutions at www.telenity.com

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**Telenity's Intelligent Content Management Solution
Chosen by Singapore's Tin Can Mobile for
Infotainment Services' 300% Annual Growth Initiative**



Monroe, CT – June 14, 2005 – Telenity (www.telenity.com), a leading provider of differentiating value added services and delivery solutions that enable the programmability and convergence of wireless, wireline and next generation IP networks, today announced that Telenity's Canvas iCON, Intelligent Content Management platform has been selected by Tin Can Mobile Solutions as its exclusive platform for a growth initiative which calls for a minimum of 300% annual growth in the next two years.

Canvas iCON is an end-to-end, real time integrated solution for all facets of content life cycle management, from content and portal creation to publishing and billing and all the steps in between to support a wide variety of tariffs and business models.

"Our intimate firsthand knowledge of the mobile infotainment industry stands out when it comes to revenue generating services tailored to appeal to a wide range of mobile subscribers across Asia Pacific in high growth markets such as Singapore, Malaysia, Thailand and the Philippines," says Wallace Panlilio, Chief Executive Officer of Tin Can Mobile. "The exclusive choice of Telenity's canvas iCON is one of strategic magnitude as it enables a comprehensive suite of services and easy integration of content with multi-modal service creation. It is a natural next step as we continue to expand our lead in applications and services to mobile subscribers worldwide."

"The value added services demand is going through a sweeping change as developers in one part of the world create services for a mass audience they may never know, but with whom they are linked via converging communications networks," says Dilip Singh, President of Telenity. "A big part of the excitement here is about a world of technology-independent and network-independent infotainment services that are portable across the Internet, wireless and wireline networks."

Telenity is among the application and service pioneers leading rapid advances in 2.5G/GPRS, EDGE and 3G/UMTS. "For mobile operators, Telenity solutions take the hiccups out of service and application capabilities with huge long term business benefits," says Raghu Ramanadhan, General Manager, APAC. "We are charging

ahead in the region after winning a major customer and opening a center of excellence for APAC earlier this year in India".

About Tin Can Mobile Solutions

Tin Can Mobile Solutions is a pioneering mobile multimedia technology and content provider offering highly innovative applications and services to the information and entertainment needs of mobile subscribers worldwide. With a unique blend of expertise in mobile technology, creative development, and marketing, it stands out in its ability to design and develop highly-acclaimed mobile services and solutions as it leverages and replicates its success with mobile data services locally for its partners and vice versa. Among its ground-breaking services are: NBA MMS News service, Nokia's First MMS Campaign, AXN (CSI), Nike, Dear God, Singapore Can Lah, and Singapore's Family Matters. Visit www.tincanmobile.com for more information.

About Telenity

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The **6th Asia Mobile Location Services (MLS)** is taking place during March 30-31, 2006 at the Conrad Bangkok Hotel in Bangkok, Thailand. Asia MLS event is THE key annual meeting point and discussion forum for the region's mobile operators and industry experts in the location-based services arena. This event, in its 6th year running, will deliver stimulating operator case studies, informative market and technological updates and valuable networking opportunities with a niche exhibit showcase.

MLS World Asia 2005 conference provides an excellent platform for key industry players from across the MLS value chain to examine future strategies, business models and the current challenges facing today's mobile location services.

Date: March 30-31, 2006

Location: Bangkok, Thailand

Telenity will be presenting with customer CAT Thailand at the 6th Asia Mobile Location Services conference. The presentation given by Mr. Ashwani Vachher, General Manager at Telenity India will focus on "Locating New Revenues based on Converged Location and Service Delivery".

Come out and meet the Telenity team who will be available to discuss your needs for converged location-based services and service delivery.

To arrange a meeting with the Telenity team at the Asia Mobile Location Services in Bangkok, please call us at +1-203-445-2019 or +91 11 4152 6886 or email us at marketinginfo@telenity.com



The **CTIA Wireless 2006** is taking place during April 5-7, 2006 at the Las Vegas Convention Center in Las Vegas, Nevada, USA. CTIA Wireless 2006 represents all aspects of the wireless

industry from different technologies and platforms to all standards that make it so dynamic. With co-location of the other conferences IEEE Wireless Communications and Networking, 9th Annual Tower Technology Summit and the Mobile Entertainment eXpo CTIA Wireless is of the most important technology events of the year.

CTIA Wireless 2006 brings together all industries within communications and all those affected by the wireless technology. Nearly 1,000 exhibitors, over 35,000 attendees from 90 different countries and nearly 1,000 members of the press attend the event for intense learning and networking.

Date: April 5-7, 2006

Location: Las Vegas, Nevada, USA

Telenity will be exhibiting at Stand #3217 in the Central Hall at the CTIA Wireless 2006 conference and exhibition. Telenity will have demonstrations on converged services solutions, location solutions and converged value added services including video ringback tones at the Telenity booth as well as at partner booths.

Come and see how you can accelerate revenues with Telenity's Canvas[®] converged services product portfolio which offers reusable service delivery, content management and location components enabling rapid service creation, deployment and execution functionalities across multiple services in any service delivery (SDP) eco-system.

To arrange a meeting with the Telenity team at the CTIA Wireless 2006 in Las Vegas, please call us at +1-203-445-2019 or email us at marketinginfo@telenity.com



The **Mobile Location Services 2006** is taking place during May 17-18 at the Hilton Hotel in Amsterdam, The Netherlands. Now in its 10th year, the Mobile Location Services 2006 conference is the major 2 day networking conference and exhibition which brings together key players from across the location services value chain to discuss future strategies, business models and the current challenges facing the deployment and success of today's mobile location services.

This is the leading annual Mobile Location conference and is fully recognized as a strategic summit for gaining an understanding of the latest developments within the MLS industry. It provides an unrivalled opportunity to meet and network with the top decision-makers in this market.

Date: May 17-18, 2006

Location: Amsterdam, The Netherlands

Telenity will be participating at this year's event and will be presenting. The presentation given by Mr. Nitin Patel, VP Strategic Marketing at Telenity will be titled "Locating New Revenues based on Converged Location and Service Delivery" and will focus on developing location-based services that create continuous user experience and increased usage.

Come out and meet the Telenity team who will be available to discuss your needs for converged location-based services and service delivery.

To arrange a meeting with the Telenity team at the Mobile Location Services 2006 in Amsterdam, please call us at +1-203-445-2019 or email us at marketinginfo@telenity.com



The **Global Messaging 2006** is taking place during May 24-25, 2006 at the Business Design Center in Islington, London, United Kingdom. Internationally recognized as the world's most important messaging event, Global Messaging 2006 offers great networking opportunity and industry insight for mobile operators, messaging vendors, content providers, device manufacturers, application developers and mobile marketing agencies. Co-located with the flagship content event, Mobile Entertainment Market (MEM) 2006, Global Messaging will again be the location where industry leaders get together to identify the main growth opportunities in the messaging market.

The expert led and in-depth comprehensive conference program addresses the key drivers for the new era of the global messaging market. Convergence messaging, enhancing messaging content direct to the consumer, effective strategies for the growth of mobile e-mail and MMS, impact of IMS on future messaging services, the role of mobile IM and presence in the development of communities and new messaging growth will be some of the topics discussed by the industry experts.

Date: May 24-25, 2006

Location: Islington, London, UK

Telenity will be participating at this year's event and will be presenting. The presentation given by Mr. Levent Ozbilgin, Director, Converged Messaging at Telenity will be titled "Converged Messaging Services - Creating Messaging Continuity in a Converged World" and will focus on convergence between telecom and Internet, evolution to high content services such as video mail, video conferencing, etc. and converged messaging services across wireline, mobile and VoIP networks. An operator business case for converged messaging services will also be discussed.

Come out and meet the Telenity team who will be available to discuss your needs for converged messaging and service delivery.

To arrange a meeting with the Telenity team at the Global Messaging 2006 event, please call us at +1-203-445-2019 or email us at marketinginfo@telenity.com



The **2006 IEEE International Conference on Communications (ICC 2006)** is taking place during June 11-15, 2006 at the Istanbul Congress & Exhibition Center and Istanbul Hilton Hotel in Istanbul, Turkey. The main body of the conference, which will run on June 12 - 14, will feature 9 technical symposia disseminating the latest research and development results in communications and networking and 11 executive panels, where industry leaders will address some of the

hottest business and technical challenges for the future. On June 11-15, the technical program will feature 21 tutorials delivered by internationally recognized experts, where students, researchers and practicing engineers can learn about new technologies and keep technically up-to-date in a fast changing world, and 5 Workshops nicely complementing the technical symposia of the conference.

The opening ceremony will feature two distinguished guests as keynote speakers: Mr. Muzaffer Akpınar, CEO of Turkcell, the largest cellular operator with 25 million subscribers in Turkey, and Prof. Maurizio Decina, a prominent figure from Politecnico di Torino, Italy.

Date: June 11-15, 2006

Location: Istanbul, Turkey

Telenity is a proud sponsor of the 2006 IEEE International Conference on Communications (ICC 2006). Members of our executive team will be at the event.

Come out and meet the Telenity team who will be available to discuss your needs and questions for converged service delivery, content, location, messaging and value added services.

To arrange a meeting with the Telenity team at the 2006 IEEE International Conference on Communications (ICC 2006), please call us at +1-203-445-2019 or +90-212-468-2100 or email us at marketinginfo@telenity.com



The **VAS India 2006, 2nd International Conference on Value Added Services** is taking place during July 7, 2006 at the Le Meridien Hotel, in New Delhi, India.

Value Added Services in the new generation mobile technology arena are a rising star in India's fast growing wireless business. Voice is increasingly becoming a commodity and ARPU continues to drop. There is an increased transformation of business models with an aggressive focus on value added services. Value added services is increasingly a growth area which helps mobile operators to maximize their revenue and grow ARPU as well. Propelled by the need to bring in service differentiation, mobile operators are bringing new value added services in order to satisfy the growing demand of Indian consumers. The growth of this market sector has attracted wireless operators, handset manufacturers, content developers, music and film companies, cartoon artists, game makers and musicians for ring tones, gaming, mobile imagery, WAP, wall papers, logos, SMS based contests and streaming audio & video.

Now into its successful 2nd year, VAS India 2006 International Conference will create the best forum in the country for all players of the value chain to discuss future strategies, business models, and the challenges and opportunities facing today's wireless value added services.

Date: July 7, 2006

Location: New Delhi, India

Telenity will be the key note speaker and an exhibitor at the VAS India 2006. The key note presentation given by Mr. Dilip Singh, CEO at Telenity will focus on converged service delivery, location-based services and other enhanced value added services such as video ringback tones.

In its booth, Telenity will also have demonstrations on converged services solutions.

Come out and meet the Telenity team who will be available to discuss your needs for converged messaging and service delivery.

To arrange a meeting with the Telenity team at the VAS India 2006 event, please call us at +1-203-445-2019 or +91 11 4152 6886 or email us at marketinginfo@telenity.com

GSM ▶ 3G MIDDLE EAST & GULF

The **GSM-3G Middle East and Gulf 2006** is taking place during September 11-12, 2006 at the Dubai International Convention Center in Dubai, United Arab Emirates. As the GSM Middle East and Gulf markets continue to expand, this event will provide unique networking opportunities. GSM-3G Middle East and Gulf 2006 event will bring together wireless operators, vendors, developers and industry leaders from across the world to discuss future strategies, business models, and the challenges and opportunities facing today's wireless services.

Date: September 11-12, 2006

Location: Dubai, UAE

Telenity will be exhibiting at Stand #50 at the GSM-3G Middle East and Gulf 2006 conference and exhibition. Telenity will have demonstrations on converged services solutions, location solutions and converged value added services including video ringback tones at the Telenity booth.

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To arrange a meeting with the Telenity team at the GSM-3G Middle East and Gulf 2006, please call us at +1-203-445-2019 or +90-212-468-2100 or email us at marketinginfo@telenity.com

The **Service Delivery Platforms 2006** is taking place during September 19-21, 2006 at the Hilton Hotel in Barcelona, Spain.

As the mobile environment enters a new content-centric era, impact on infrastructure resources is bringing Service Delivery Platform strategy to the forefront of discussion, as the revenue potential of increasingly sophisticated services and content is being realized.

Mobile Service Delivery Platforms focus on the network architecture and issues underlying the flexible storage, delivery and management of content. With the emergence of IP creating richer and more compelling applications and content opportunities for developers, consideration of the SDP by the operator is crucial in network strategy planning now and in the future.

Offering a holistic view of the service platform environment, this event will compare and contrast the technical options available and evaluate the latest revenue opportunities offered by an evolving SDP eco-system.

Date: September 19-21, 2006

Location: Barcelona, Spain

Telenity will be speaking at this event. The present given by Mr. Ilhan Bagoren, CTO at Telenity will focus on converged service delivery platform, SDP eco-system and a case study on a recent Tier-1 operator deployment.

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To arrange a meeting with the Telenity team at the Service Delivery Platforms 2006, please call us at +1-203-445-2019 or email us at marketinginfo@telenity.com

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