



## News Release

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### Telcordia Extends Maestro Portfolio with additional IMS Applications for Operators

*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



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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

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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.

More information about the Telcordia<sup>®</sup> Maestro<sup>™</sup> IMS Portfolio is available at

[www.telcordia.com/maestro](http://www.telcordia.com/maestro).

#### **About Telenity**

Telenity, headquartered in CT, USA, is a leading global provider of a complete portfolio of converged services solutions and applications for wireless, wireline and next generation networks. Telenity's products include Canvas(R) content and converged services platforms, messaging (MMSC, UMS, SMSC, F-SMSC) applications, location enabling server, and turnkey value added services such as ringback tones, resource tracking and management, and buddy finder. 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.

#### **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. ([www.telcordia.com](http://www.telcordia.com))

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