



For Immediate Release

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## **Ukraine Chooses Telenity's Canvas for Deployment of Multimodal Value Added Services**

**Monroe, CT – (Business Wire) - February 08, 2005** – Telenity ([www.telenity.com](http://www.telenity.com)), a leading global provider of value added service platforms that enable the programmability of the Internet, wireless and wireline networks, today announced that life:)/Astelit of Ukraine has chosen the integrated Telenity Canvas® family of products and HP OpenCall™ Media Platform for deployment in its new GSM network.

life:)/Astelit will deploy Telenity's Canvas MMSC (Multimedia Messaging Service Center), Canvas SMSC (Short Message Service Center), Canvas Messaging Gateway, USSD Gateway, Voice Mail System, voice supported services and Canvas SDP (Service Delivery Platform) integrated with the HP OpenCall Media Platform for voice and data applications.

"We are very proud to have been chosen for such an important role in the service expansion of life:)/Astelit's new GSM network which is being installed by Ericsson and Nokia," said Dilip Singh, president at Telenity. "This is a prime example of a company determined to quickly deploy the most up-to-date technologies and provide its customers everything from basic to personalized services."

## Ukraine Selects Canvas

life:)/Astelit plans to evolve its network infrastructure with state of the art systems. To accomplish this challenge, the latest software technology and the hardware applications are installed on the network continuously.

“Telenity’s Canvas ensures the speed of service creation, content development and scalability of services that subscribers can easily personalize. Equally important, Canvas ensures that we gracefully move those services across our 2G and 2.5G networks,” says Ahmet Tanyu, general manager at life:)/Astelit. “Our sole priority is to offer a variety of different services and tariffs suiting the different needs of our customers.”

### **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)

### **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 Canvas® content and service delivery platforms, multimedia messaging solutions (MMSC, UMS, SMSC, 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. Learn more about Telenity’s Canvas family of solutions at [www.telenity.com](http://www.telenity.com).

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