



For Immediate Release

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## **Telenity to Present at 3G Mobile Eurasia 2007 Conference in Istanbul**

**Monroe, CT. and Istanbul, TURKEY – March 9, 2007** – Telenity ([www.telenity.com](http://www.telenity.com)), a leading provider of next generation converged services platforms and applications for communications networks, announced today that Telenity CEO, Dilip Singh will present the session entitled “Leveraging Service Delivery Platforms (SDP) to Ease Convergence” on Tuesday, March 13<sup>th</sup> at the 3G Mobile Eurasia Conference in Istanbul, Turkey.

3G Mobile Eurasia brings together world class industry experts from companies such as TeliaSonera Eurasia, Turkcell (Turkey), Bakcell (Azerbaijan), Life:) (Ukraine), Vimpelcom (Russia) and Fintur Holdings presenting the latest industry trends and future directions, market and business drivers, and challenges and opportunities for communications networks.

As voice ARPU is declining worldwide, maintaining and increasing subscriber base, and deploying the right value added services quickly and efficiently as well as managing third party application developers easily and securely become critical for operators to sustain their profitability and growth. Convergence of network services is essential for operators to remain competitive and offer quadruple services for wireless, wireline, Internet and Cable/TV networks. Mr. Singh's presentation will focus on:

- A Business Case Driven Service Delivery Platform (SDP)
- Integrating and Managing VAS Partners
- Integrating Video, Voice, Messaging and Location into VAS
- Web Services and Service Creation in SDP Environment
- SDP and IMS: Competing or Complementing

- more-

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Telenity has gained wealth of knowledge and experience in successful deployment of SDP components and value-added services which Telenity recently announced including the successful implementation at Turkcell, (NASDAQ: TCELL), the leading GSM operator in Turkey and the third largest GSM operator in Europe with 31.8 million subscribers.

To make an appointment with Telenity executives at the event, please contact Didem Karabatur at (90) 212-468-2019 or email [marketinginfo@telenity.com](mailto:marketinginfo@telenity.com). Additional information on 3G Mobile Eurasia 2007 is available at [www.telenity.com](http://www.telenity.com).

### **About Telenity**

Telenity is a leading provider of next generation converged services platforms and applications for communications networks. Telenity's IMS ready converged services solutions include: reusable service delivery and content components enabling rapid service creation, deployment and execution functionalities across multiple services and applications; location gateways; 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](http://www.telenity.com) and download a copy of Telenity's online newsletter [Telescope](#).

Meet Telenity Executives at:

- 3G Mobile Eurasia, March 13-14, Istanbul, TURKEY
- CTIA Wireless, March 27-29, Orlando, Florida

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