



**For Immediate Release**

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## **BH Telecom Chooses Telenity's Canvas MMSC for Multimodal MMS Services in Bosnia Herzegovina**

**Cannes, France – (Business Wire) – February 16, 2005** – Telenity ([www.telenity.com](http://www.telenity.com)), a leading provider of value added service delivery platforms that enable the programmability of mobile and next generation networks, today announced that BH Telecom, the leading provider of both mobile and fixed network services in Bosnia Herzegovina, has chosen Telenity's Canvas<sup>®</sup> MMSC, Multimedia Messaging Service Center, for its GSM network and VAS providers. This contract also marks a strong relationship between Telenity and HERMES SoftLab, a leading European IT Services and System Integration company with strong presence in Bosnia and Herzegovina and other countries in the Adriatic region.

The Canvas MMSC enables the creation and deployment of multimodal value-added messaging services on a single platform. Built around an advanced distributed architecture and open standards, Canvas MMSC ensures on-demand scalability. It assures BH Telecom subscribers can send and receive personal and application based multimedia messages across different networks seamlessly.

## BH Telecom Selects Canvas MMSC

The Canvas MMSC can be packaged with Telenity's popular Multimedia Album application, and the Canvas iCON™, which enables content creation into multiple delivery channels such as Voice, SMS, MMS, WAP, J2ME, Brew or HTML and provides all the necessary mechanisms to generate new revenues from supplying targeted content with advanced video, voice and data services.

"The Canvas MMSC gives BH Telecom vast new freedom to rapidly create new multimodal services, and make it very affordable for mobile users to try and buy these services," said Serif Beykoz, General Manager at Telenity Europe. "BH Telecom has consistently been one of the most profitable mobile operators in the country and, in effect, its selection of the Canvas MMSC further underscores that Canvas MMSC is the right solution to increase ARPU and reduce churn."

"Telenity's Canvas MMSC gives us revenue generating multimedia messaging applications right from the start," said Hamdo Katica, General Manager at BH Telecom. "Equally important, the Canvas MMSC will also enable us to differentiate our services and creatively mine the capabilities of the mobile GSM phone. Significantly more people use a mobile handset than a fixed wire PC, which opens tremendous future opportunities to offer our mobile subscribers advanced location, information and entertainment services that are as easy to use as on the desktop PC."

"The BH Telecom MMSC project is the start of a very productive relationship between Telenity and HERMES SoftLab. We are confident that our local technical expertise, our track record in the Telecom industry and our 'best of breed' solution approach combined with the value proposition of Telenity's Canvas suite of products will generate many more joint successes for us in the region," said Gregor Smrekar, President of the Managing Board at HERMES SoftLab.

### **About Canvas® MMSC**

The Canvas MMSC, Multimedia Messaging Service Center, is at the forefront of providing enhanced visual communication combining Multimedia Messaging and Multimodality, as well as, next generation Content Management and Delivery features on a single platform. It is built around an advanced distributed architecture that supports open interfaces. It ensures interoperability with third party networks and devices across GSM/GPRS and CDMA/1xRTT, and linear growth without compromising mission critical service and capacity. It supports mobile-to-mobile, mobile-to-email and email-to-mobile Multimedia Messaging. It offers multimedia message store, terminal capability negotiation and content adaptation. It supports standard

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interfaces with other messaging systems, such as email, SMSC, third party MMSC and Value Added Services platforms. Unique Technologies to accommodate Peer-to-Peer (P2P), as well as high performance Application-to-Peer (A2P) services include:

- Direct-MMS-push technology, which eliminates push proxy gateways
- Integrated WAP gateway functionality
- Integrated trans-coding engine for advanced content adaptation

### **About BH Telecom**

BH Telecom, Joint Stock Company, Sarajevo is a state owned operator with 10% public share. It is the number one GSM operator in Bosnia Herzegovina with 52% market share and serving 750,000 mobile subscribers of which 15% are postpaid. BH Telecom has deployed GPRS and EDGE technologies and has plans to implement WiFi technology with US TDA. BH Telecom also addresses 51% of the fixed-line market and serves 530,000 subscribers in the country. BH Telecom is an ISP with 50,000 subscribers ADSL service which is expected to grow to 10,000 lines in 2005. With this growth, BH Telecom is positioned to stay the leading operator in Bosnia and Herzegovina. Visit [www.bhtelecom.ba](http://www.bhtelecom.ba) for more information.

### **About HERMES SoftLab**

HERMES SoftLab is a leading European software engineering and IT services company.

Established in 1990 in Ljubljana, Slovenia, it has built its growth on international successes and developed an international presence with offices in the USA and Europe.

Through its Professional Services group, HERMES SoftLab provides Engineering, Consulting and System Integration services with specialized resources in the areas of Telecom, Banking and Public Sector, helping its customers to successfully face new business challenges by turning technology solutions into a competitive advantage. [www.hermes-softlab.com](http://www.hermes-softlab.com)

### **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 the Canvas<sup>®</sup> SDP, Service Delivery Platform, the Canvas iCON<sup>™</sup> Intelligent Content Management Platform, messaging solutions (MMSC, UMS, SMSC, and 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. Telenity's products and solutions currently serve over 50 million

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subscribers worldwide. Learn more about Telenity's Canvas family of solutions at [www.telenity.com](http://www.telenity.com).

Visit Telenity at 3GSM World Congress at Stand E53 Hall 2.

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