



For Immediate Release

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Telenity Provides Location-Based Services to India's Telecom Giant BSNL

Monroe, CT – (Business Wire) – July 05, 2006 – Telenity (www.telenity.com), a leading provider of next generation converged services platforms and applications for communications networks, today announced that it is providing location-based services (LBS) solution to India's state-owned telecom giant, Bharat Sanchar Nigam Ltd (BSNL) through its partner Tier 1 network equipment providers (NEPs).

Telenity provides its Canvas[®] LES, Location Enabling Server, and 14 location-based services to BSNL that will enable the operator to offer personalized value added location-based services to its mobile customers. This highly scalable location solution will serve BSNL network infrastructure expected to grow from approximately 14 million to 70 million subscribers, and is expected to support world's largest deployment to date.

"Location-based value added services are absolutely essential for carriers to effectively compete and differentiate in the wireless marketplace. Worldwide carrier revenues from location-based services are expected to climb from a little less than \$1 billion in 2005 to nearly \$8.5 billion by 2010," said Dilip Singh, CEO at Telenity. "Our converged location and presence solution supports complete and total privacy of location-based services across any network. It not only increases BSNL's enhanced service offerings and ARPU, but just as significantly, enables BSNL to aggressively pursue a wide variety of new business models, including resale

BSNL Selects Telenity's Location-based Solution

and revenue sharing options. This deployment shows Telenity's commitment to serve one of the fastest growing telecom markets in the world."

Telenity's LBS solution is a crucial part of BSNL's expansion of its GSM/GPRS digital wireless network in the South, East and North zones of India. It includes Telenity's Canvas LES, which ensures subscribers can easily find, locate or monitor phones and other assets based on their geographic position, points of interest and securely fine-tune their privacy profile on the fly when they want it, and 14 location-based services including:

- Real Time Fleet and Asset Management - enables enterprises to locate, monitor and manage their mobile assets and employees in a secure way using a simple Web browser.
- Friend Finder – alerts subscribers when one of their friends in their buddy list is in close proximity to their location or vice versa
- Mobile Yellow Pages – allows subscribers to get the location of the closest service point of their interest.
- City Sightseeing – provides subscribers with the location information of a place of interest – restaurant, museum, theater, park, etc.

Telenity's LBS solution is developed utilizing the Canvas service creation environment, telephony applications server and service delivery gateway. Telenity's LBS solution is the most comprehensive and advanced in the world today and is positioned for VAS in IP Multimedia Subsystem enabled and 3G networks.

"As we expand our network, our main goal is to meet the personalization needs of our fast growing subscriber base and strengthen our position in the industry as an innovator and leader in mobile value added services. The location-based services solution from Telenity will allow differentiate BSNL mobile value added services and increase average revenues per user," said Mr. S. Krishnan, General Manager, (MS-D), Mobile Services at BSNL.

"Within just more than a year of operation in India, Telenity has expanded its workforce to fully support customers in India," said Mr. Ashwani Vachher, General Manager, APAC at Telenity. "We are rapidly moving ahead with our commitment in the region by establishing center of excellence for APAC in India. This will ensure BSNL services are up and running all the time."

India is among the fastest growing telecommunications markets in the world. In a country of over one billion people, teledensity now stands at about eleven percent or around 120 million

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people. This figure is expected to grow to 30 percent by 2010, according to the Department of Telecommunications of India.

About BSNL

Bharat Sanchar Nigam Limited (BSNL) was formed on October 1, 2000 when the Government's Department of Telecom became a corporation. Today, BSNL has a network of over 45 million lines covering 5,000 towns with 43.5 million connections. More information on BSNL is available on the Web at www.bsnl.com.in.

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 and download a copy of Telenity's online newsletter [Telescope](#).

Visit Telenity at:

- VAS India 2006, July 7, New Delhi, India
- 3G Middle East and Gulf 2006, September 11-12, Dubai, UAE
- Service Delivery Platforms Conference, September 19-21, Barcelona, Spain

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