



For Immediate Release

Contacts: Didem Karabatur
+ 1.203.445.2019
Didem.Karabatur@telenity.com

Telenity's LBS Solution Soft Launched in BSNL Network

BSNL, India's Telecom Giant, First to Provide Location-Based Services

Monroe, CT and New Delhi, India – (Business Wire) – July 06, 2007 – Telenity (www.telenity.com), a leading provider of next generation converged services platforms and applications for communications networks, today announced that India's state-owned telecom giant, Bharat Sanchar Nigam Ltd. (BSNL) has successfully launched location-based services (LBS) on Telenity's Canvas[®] LES, Location Enabling Server.

Telenity's location solution enabled BSNL to be the first operator to make the personalized value added location-based services available to mobile customers in India. The following LBS are soft launched in the East Zone of BSNL's network:

- 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
- Location Based Advertisement - automatically broadcasts advertisement/promotion information to subscribers within a defined geographical region via SMS messages
- Location Based Chatting Service – enables subscribers to communicate and/or meet someone with same interests within the same vicinity

BSNL kicked off its real time Work Force Management Service to a multinational company operating in Geo Physical industry for their Headquarters in Patna India to track their mobile resources. The service is completely web-based for real-time tracking and monitoring.

"With more 3G networks in place, increased use of advanced handsets with sophisticated features and larger screens, availability of local content and mobile advertising, we believe Location-based value added services will become absolutely essential for carriers to effectively

Telenity's LBS Solutions Commercially Live in BSNL Network

compete and differentiate in the wireless marketplace," said Dilip Singh, CEO at Telenity. "Worldwide carrier revenues from LBS are expected to reach \$8.5 billion by 2010 and we are committed to serving BSNL and our customers globally with the best of breed converged service delivery and location solution."

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.

"Location based services is the new genre of mobile services. This new service will attract new customers for BSNL and will also help in retaining existing customers. Proper marketing is required to attract the appropriate segment of customers. It will give BSNL an edge over its competitors in the country," said Dr. Biswajit Paul, General Manager, BSNL East.

Telenity's LBS solution is developed utilizing the Canvas service creation environment, telecom application 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.

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 about 43.5 million connections. More information on BSNL is available on the Web at www.bsnl.in.

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

Visit Telenity at:

- VAS India 2007, July 6, New Delhi, India
- 3G Middle East and Gulf 2007, September 2-3, Dubai, UAE
- SDP Summit, September 18-20, Frankfurt, Germany

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