



For Immediate Release

Contacts: Didem Karabatur  
+1.203.445.2019  
[Didem.Karabatur@telenity.com](mailto:Didem.Karabatur@telenity.com)

## **K'cell Selects Telenity's Canvas Converged Messaging Solutions**

### ***Fastest Growing Operator in Kazakhstan Deploys Canvas® SMSC and MMSC***

**Barcelona, Spain - February 11, 2008** – 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 K'cell, the leading GSM mobile service provider in Kazakhstan with six million subscribers and an affiliate of Fintur Holding B.V., deployed Telenity's next generation IP-based Short Message Service Center, Canvas SMSC and Multimedia Messaging Service Center, Canvas MMSC in its GSM network.

Since its initial operation, K'cell has lead a key role in giving tone and direction to the rapid development and growth of the cellular market in Kazakhstan where mobile penetration is anticipated to grow 60% in the next three years. Through its visionary actions, K'cell was the first to launch GPRS/EDGE technologies, and millions of subscribers in Kazakhstan enjoyed such services as Mobile Internet, WAP, and MMS throughout the country. Currently K'cell is actively preparing for its 3G network implementation offering its subscribers revolutionary services such as Video-calls and Mobile Television. Within this project, K'cell carried out legacy and end-of-life replacements and installation of new equipment including higher capacity messaging servers, Canvas SMSC and Canvas MMSC, ready to support next generation services.

The success of SMS service is due to its very fast means of peer-to-peer communication and addition of new subscribers. Industry analysts estimate that by 2012, global SMS revenues will reach US\$67 billion driven by 3.7 trillion messages. The ongoing growth of SMS requires wireless operators to continue to replace their legacy messaging network infrastructure and build out and upgrade to a more modular network environment.

## Kcell Deploys Telenity's Canvas SMSC and Canvas MMSC

"We were looking for a messaging solution that would resolve our traffic peak, maintenance cost, flexible routing and revenue assurance issues," stated Veysel Aral, CEO at K'cell.

"Telenity's Canvas SMSC and Canvas MMSC met both our technical and business requirements and they are allowing us to get ready for our 3G network implementation with a sound IP-based architecture."

"K'cell is a great example of a leading operator with the right vision and successful execution for the next generation mobile world," says Dilip Singh, CEO at Telenity. "K'cell has rapidly grown to over six million subscribers and by aggressively expanding and replacing multiple legacy messaging platforms with the next generation converged integrated messaging platform, it's ensuring that its customers experience the highest quality always-on messaging and innovative value added services".

"With K'cell as our customer where nearly 100% of its SMS traffic goes through our Canvas SMSC, Telenity is now providing all affiliate companies of Fintur Holdings with it's Canvas portfolio of next generation solutions, such as converged messaging, ringback tones, and value added services including video services," said Serif Beykoz, General Manager, Telenity EMEA (Europe, Middle East and Africa). "We are proud to have Fintur affiliates' trust in and endorsement of our products."

Canvas SMSC and Canvas MMSC are an integral part of Telenity's converged messaging solutions that are all built on a common operating environment that avoids the silo nature of point solutions, while providing a common architecture and administrative environment for all value added services for current (2G/3G) and future IMS networks. Canvas SMSC and Canvas MMSC are high performance systems with a fault tolerant real time charging capability. They enhance revenues from person-to-person (P2P) and application-to-person (A2P) messaging with a modular, scalable next generation IP based architecture designed to save operators both CAPEX and OPEX.

Canvas SMSC and Canvas MMSC help operators to:

- Gracefully handle traffic peaks to assure additional/no lost revenues
- Increase ARPU by enabling more applications without system overload or service outage
- Reduce their maintenance costs with open standards based system infrastructure
- Ensure future network agnostic solution supporting both legacy and nextgen networks
- Add on to their current infrastructure yet grow thus preserving their investment
- Maximize their revenue assurance and minimize fraud with real time charging

### **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 customers. 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:

- Mobile World Congress 2008, February 11-14, Barcelona, Spain at stand 1B51

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