



For Immediate Release

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Telenity Leads Differentiating Value Added Services Solutions for Mobile Virtual Network Operators (MVNO)

Monroe, CT – (Business Wire) – April 27, 2005 – Telenity (www.telenity.com), a leading provider of differentiating value added services that enable the programmability and convergence of wireless, wireline and next generation IP networks, today announced that its Canvas[®] solutions ensure MVNOs can offer immediate revenue generating multimedia and content services that complement their own portfolios and ensure they can work with any third party wholesale networks or any mobile virtual network enablers (MVNE).

"MVNO and MVNE strategies for success will look nothing like the past," says Dilip Singh, president of Telenity. "The huge significance of Telenity's Canvas technology is that it is IP-based, which means the MVNOs' focus stays on branding, new service plans and business models, customer satisfaction and revenue generation," says Singh. "They need not worry about the technology and the networks to which Telenity services solutions connect."

"This is vital because with the entry of ESPN, Disney, InPhonic, 7 Eleven and others, the move is to intense emphasis on brand equity and creativity in services that both complement the MVNOs' own portfolios and enable convergence between mobile and fixed network services," says Singh.

Telenity Offers Differentiating VAS Solutions for MVNOs

Telenity's Canvas solutions work in any MVNO or third party wholesale networks with its own applications, including the Canvas SMSC, MMSC, UMS, Location Enabling Server (LES), and Voice/IVR, or with any third party applications in the network. Telenity's solutions work for both licensed and outsourced business models, which also open new opportunities to target market both prepaid and postpaid customers across multiple networks.

The Canvas solution cuts costs and time-to-market dramatically with ease of integration and aggregation of both voice and data services from multiple network operators with control of client MVNO and third party applications, including scalability, reliability and control by the MVNO partners. The comprehensive suite of services include mobile-to-IP convergence, unified messaging, personalized ring-back tones, video portals for movie download, and location enabled tracking and finder services.

MVNE and Single Source Solutions

Telenity also confirmed that its strategic alliance partners will provide single source global solutions for differentiating value added services, with content and billing OSS. The global commitment also includes off-load of traffic from third party SMSC, MMSC, LES, and IVR network applications using Telenity's Canvas applications in outsourced marketing and hosted models for MVNOs.

About Telenity

Telenity, headquartered in CT, USA, is a leading global provider of end-to-end services, applications and delivery platforms for wireless, wireline and next generation networks. Telenity's products include the Canvas® SDP, Service Delivery Platform, the Canvas iCON™ 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.

- Learn more about Telenity at www.telenity.com and download a copy of our special supplement, "Next Generation Services Now."

Telenity and Canvas are trademarks of Telenity.