



For Immediate Release

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## **Nawras Selects Telenity's Video Ringback Tone (RBT) Solution**

### ***Telenity's Canvas Converged Value Added Services to Enrich Nawras Customers' User Experience***

**Monroe, CT. – (BUSINESS WIRE) - August 30, 2007** – Telenity (www.telenity.com), a leading provider of next generation converged services platforms and applications for communications networks, announced today that Nawras, the second leading operator in Oman, has selected Telenity's next generation video-enabled Canvas<sup>®</sup> CoolRings<sup>™</sup>, Personalized Audio and Video Ringback Tone Application and several other converged value added services to be deployed in its network. These services will run in conjunction with Telenity's service delivery platform, Canvas CSP, which is already deployed in Nawras' network.

In addition to Canvas CoolRings, the new contract includes:

- Canvas USSD Services Center and USSD Services bundles
- Roamer Service Center – Roamers Welcome and Bon Voyage Service

The offer also includes licenses for service creation where Nawras is enabled to create their own new services with the Telenity infrastructure.

Previously Nawras had selected Telenity's Canvas CSP, Converged Services Platform as an end-to-end SDP solution to make its network programmable and offer converged multimodal services cost-effectively and quickly. Leveraging the capabilities of the already deployed Canvas CSP, Nawras is now able to reach its current 2G and future 3G customers with innovative personalized services efficiently with faster time-to-market.

"Nawras is excited to grow relationship with Telenity with addition of Telenity's Video Ringback Tones (RBT) solution and other advanced value added services to our offering," said Nasser

## Nawras Selects Telenity's Video RBT Solution

Esfahani, Head of Engineering at Nawras. "Telenity's SDP solution already deployed in our network is enabling us to offer enhanced value added services faster while simplifying service integration. Telenity's Video Ringback Tone solution supports audio and video RBT on the same platform and this is what we exactly needed to reach both of our present 2G and future 3G customers."

Telenity's Canvas CoolRings, Personalized Audio and Video Ringback Tones Application allows customers to:

- Personalize their communications with a variety of multimedia content: music videos, celebrity clips, personal messages, infotainment clips or promotional messages
- Assign different video RBT to different callers or a groups of callers
- Select a variety of video RBT for their callers based on date, day or time
- Gift video content to other customers
- Receive flexible SMS notifications for new video content availability
- Access the service through IVR, Web, WAP, SMS and Interactive Video Portal (IVP) interfaces

"Nawras is a valued customer and their selection of our Video Ringback Tones solution and converged value added services proves the strength of our SDP solution and our services portfolio as well as our ability to understand and meet our customer's needs," said Dilip Singh, CEO at Telenity. "We are committed to support Nawras in their journey to be the best next generation communications service provider of choice in Oman."

**Telenity will provide a live demonstration of the Canvas CoolRings, Personalized Video Ringback Tone Application features at Stand 124 during GSM>3G Middle East and Gulf event in Dubai, UAE, September 2-3, 2007.**

### **About Nawras**

Nawras launched the second mobile services in Oman on the 16th of March 2005 and is a venture between:

- Otel, the fixed and mobile operator in Qatar.
- TDC, a leading European telecom operator in Denmark.
- Strong local Omani partners.

Nawras brings a unique blend of international expertise of Otel, Qatar and TDC, Denmark and the local expertise from a range of Omani partners. By combining the best of technology with the best of personnel, we bring a whole new dimension of customer experience in the mobile communications sector.

## Nawras Selects Telenity's Video RBT Solution

Our vision is to enrich the lives of people in Oman through better communication and by being the best communications provider and employer of choice in Oman.

### **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:

- GSM>3G Middle East and Gulf, September 2-3, Dubai, UAE
- SDP Global Summit, September 18-20, Frankfurt, Germany

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