



For Immediate Release

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Telenity's Converged Messaging Solutions Go Live in Turk Telekom Networks

Monroe, CT. – (Business Wire) – July 26, 2006 – Telenity (www.telenity.com), a leading provider of next generation converged services platforms and applications for communications networks, today announced that its Canvas[®] UMS, Unified Messaging System and Canvas[®] F-SMSC, Fixed-Line Short Message Service Center are commercially live in Turk Telekom, one of the largest fixed-line operators recently privatized and owned by Oger Telekom, a leading telecommunications, multimedia and information technology holding company based in Dubai. The Canvas UMS, which is one of the largest commercial deployments in Europe, serves 20 million of Turk Telekom subscribers with more than four million active mailboxes.

Both Canvas UMS and Canvas F-SMSC are built on Canvas Converged Services Platform (CSP) offering distributed architecture functionality and high scalability; and they can either be deployed fully integrated or as point solutions.

Canvas UMS supports email, voice mail, fax, SMS, virtual phone, and message information services. The initial deployment of Canvas UMS supports 9,860 voice channels and is easily expanded to 34,560 by only a software license upgrade. Canvas F-SMSC supports short messaging in fixed-line networks, as well as, between fixed-line and wireless networks and it provides legacy telephone support through Text-to-Speech capability.

"Turk Telekom first chose Telenity for our advanced Canvas UMS solution. When they also decided to offer fixed-line short messaging services, they did not have to search far", said Dilip Singh, CEO at Telenity. "With our underlying converged service delivery architecture already

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deployed in their network, we were able to expand their existing UMS infrastructure with fixed-line messaging capability cost efficiently and with time-to-market”.

“Messaging—SMS, MMS and UMS—is and will continue to be one of the most lucrative value added services to increase ARPU and reduce churn,” said Serif Beykoz, General Manager at Telenity Europe. “The commercial deployment of Canvas UMS and F-SMSC will ensure that Turk Telekom can very effectively compete with its wireless competitors and offer its subscribers innovative services such as the three new end user services they recently announced – Voice Mail, Family Card, and Fixed-line SMS.”

“Fixed network operators around the world are struggling with how to compete with wireless operators and increase service revenues while lowering costs,” said Paul Doany, General Manager at Turk Telekom. “Telenity came to us with new ways of thinking about IP technology which create a network fabric that ensures we can compete very effectively with wireless service providers. Telenity's converged services architecture presents a strong business case that will potentially enable greater traffic and revenues for us while it provides integrated messaging capabilities and the ability to create and deliver new innovative services to our end users.”

About Canvas UMS

The Canvas UMS provides a unified messaging platform that is a highly scalable, carrier-grade platform which supports the storage and delivery of voice mail, fax, SMS, MMS, email and video mail for a true multimodal experience. Powered by a unique and fully open system service logic creation and execution environment with open interfaces for application programming, it stores different types of data, allows interactions between different services and media through a Unified Messaging System Client for smart phones and PDAs, and a seamless 3G migration path for delivery and display of multimedia content—images, audio, video—that can be streamed when the network capabilities support the required bandwidth. The Canvas UMS also supports SIP to interface with next generation voice over IP networks.

About the Canvas F-SMSC

The Canvas F-SMSC, Fixed-Line Short Message Service Center, provides the necessary advanced technology for person-to-person and application-to-person services. It ensures a smooth evolution to deliver multimodal messaging services and an enhanced user experience with an exciting new generation of services that are fun and entertaining. It supports short messaging in fixed-line networks, as well as, between fixed-line and wireless networks. Canvas

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F-SMSC also provides legacy telephone support through Text-to-Speech, sending and receiving SMS to and from email, and sending SMS to fax destinations through Text-to-Fax capabilities. It increases the revenue streams of the fixed-line operator through increased intra-carrier and inter-carrier messaging. The Canvas F-SMSC is designed with unlimited performance and scalability, comes with ready-to-deploy flexible value added services environment for efficient and effective design and deployment of new services, with significantly shorter time-to-market, and more income through new revenue streams.

About Turk Telekom

Turk Telekom, with its dynamic and modern structure, operates, in accordance with the principles of profitability, efficiency and customer satisfaction. Turk Telekom, the biggest company of informatics in Turkey, aims to be the preferred operator both in the national and international markets, with its performance and investments.

Turk Telekom makes investments in order to establish the infrastructure of a profitable future, to compete easily in all fields and to keep the leadership in the telecommunications sector. With projects such as ADSL, Metro Ethernet, IDC and WiNet, Turk Telekom is preparing for a big revolution in data field. Turk Telekom also attaches great importance to customer satisfaction principles with the projects such as Call Center.

With its technology, manpower and solutions for communication requirements of information age, Turk Telekom carries the future to present day.

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:

- 3G Middle East and Gulf 2006, September 11-12, Dubai, UAE
- Service Delivery Platforms Conference, September 19-21, Barcelona, Spain

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