



For Immediate Release

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Telenity to Present at the VAS Asia 2008 Fourth International Conference and Exhibition on Value Added Services (VAS)

Monroe, CT and New Delhi, India – July 10, 2008 – Telenity (www.telenity.com), a leading provider of next generation converged services platforms and applications for communications networks, today announced that Mr. Nitin Patel, Vice President of Strategic Marketing at Telenity will present the session entitled “VAS Current and Future Trends” along with an operator customer on Friday, July 11, at VAS Asia 2008, 4th International Conference.

GSM Association recently announced that the global subscriber base surpassed the 3 billion landmark with highest growth coming from the Asia Pacific region where:

- China (509 million) is growing at a rate of more than 7 million new connections a month and accounts for 14% of the third billion growth
- India (193 million), growing at 6 million per month accounts for 12% of the third billion growth

With this tremendous growth, most operators are now focusing on differentiation value added services to offer to their existing customers and to attract the “next billion”.

VAS Asia 2008 brings together world class industry experts presenting the latest industry trends and future directions, market and business drivers, and challenges and opportunities for value added services.

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As voice ARPU is declining worldwide, maintaining and increasing subscriber base, and deploying the right value added services quickly and efficiently becomes critical for operators to sustain their profitability and growth. Telenity's presentation will focus on:

- VAS – current and future operator strategies
- Services Paradigm shift and VAS Value Chain
- VAS drivers (Market, Business and Technology)
- Changes in VAS development practices,
- Service Life Cycle
- Case Study

Telenity will also showcase its next generation Canvas[®] Converged Location-based Services Solutions, video services and service delivery solutions in its booth.

To make an appointment with Telenity executives at the event, please contact us at marketinginfo@telenity.com. Additional information on [VAS Asia 2008](#) is available on Telenity website.

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 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 also at:

- Oracle SDP ISV Event for APAC Operators, July 14, Hong Kong
- SDP Global Summit 2008, September 16-18, Prague, Czech Republic
- 3G Middle East 2008, December 15-16, Dubai, UAE

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