



For Immediate Release

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Telenity Adds Video Services to its Canvas[®] Solutions
Adds Video Ringback Tones to its Canvas[®] CoolRings[™]

Monroe, CT. – (BUSINESS WIRE) – July 06, 2006 – Telenity (www.telenity.com), a leading provider of next generation converged services platforms and applications for communications networks, today announced the addition of video services designed for subscribers of video-enabled devices to its Canvas[®] Converged Value Added Services (VAS) Solution. Telenity's Canvas Converged VAS Solution includes enhanced multimedia content, integrated messaging and location-based services; and provides enhanced personalization capabilities across various networks and mobile devices.

Telenity has recently proven its Canvas solution in a Tier 1 customer trial in Europe, where its new video-enabled services including video call services along with other Canvas service delivery solutions were successfully tested in an IP network environment targeted for 3G and IMS.

"Video presents great revenue upside opportunities in the marketplace. With peer-to-peer video services heavily dependent on 3G handset penetration, Application to person (A2P) (content downloads and streaming) that do not require high end 3G handsets, will initially create revenue opportunities from next generation video. Such innovative services will come through optimized service delivery environment that serve both fixed, broadcast and mobile broadband 3G, evolving WiMax and 4G network standards", said Phil Marshall Vice President at Yankee Group.

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Telenity Adds Video Services

“Telenity’s Canvas solution is IMS compatible supporting next generation SIP standard architecture that enables convergence of voice, video and data. We are excited to add Video as it brings a new breadth to content, messaging and location-based services allowing for rich user experience, personalization and as a result increased revenues to our customers”, said Nitin Patel, Vice President of Strategic Marketing at Telenity. “The expanded bandwidth of 3G networks, combined with the growing market for video-enabled mobile devices and standards-based video telephony, allows operators the opportunity to offer rich multimedia content services to their subscriber base”.

One such converged value added service provided by Telenity is video ringback tone enabled Canvas CoolRings™, Personalized Ringback Tone Service. In addition to audio ringback tones, with video-enabled Canvas CoolRings, callers can view a variety of multimedia content including music videos, celebrity clips, personalized messages, infotainment clips or promotional messages instead of just hearing the standard ringing, busy or call waiting tones when placing a video call. Subscribers of the video-enabled Canvas CoolRings service can now:

- Assign different video tones to different callers or a group of callers enabling their friends and family with a personalized communications experience
- Select a variety of video tones for their callers based on date, day or time
- Gift video content to other subscribers
- Receive flexible SMS notifications for new video content availability

The user-friendly Canvas CoolRings supports Web, WAP, SMS, and Interactive Video Portal (IVP) interfaces. It supports numerous content types and can be integrated with Telenity’s content management platform or a third party solution to allow operators the ability to manage multiple content providers securely and independently from one another.

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 Adds Video Services

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:

- VAS India 2006, July 7, New Delhi, India
- 3G Middle East and Gulf 2006, September 11-12, Dubai, UAE
- Service Delivery Platforms Conference, September 19-21, Barcelona, Spain

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