

## **IMImobile bags STARCOMMS, Nigeria contract for end-to-end Mobile VAS solutions**

*- Services include high end WAP Gateway, WAP portal, MMSC and OTA server, CRBT, SMS Chat and Voice based features -*

**Hyderabad, India, November 2005:** IMImobile, a leading global end-to-end enabler of mobile Value Added Services, has bagged the rights to enable end-to-end mobile VAS services for TSTT, the lead mobile operator in Caribbean islands. The services that will be enabled by IMImobile include WAP gateway, WAP portal, MMS, MMSC and the OTA(Over the Air) server. It will also deploy Enhanced Data Rates for GSM Evolution (EDGE) that will enable high-speed data transfer for the STARCOMMS subscribers.

STARCOMMS operates both landline and CDMA mobile services, and IMImobile will be enabling relevant services for both formats of telephony. The mobile users can now download video and music clips, deliver full multi-media messaging, surf the net at high-speeds and get e-mail on the move. STARCOMMS's mobile high-speed technology can also support telecommuting with people working from home or almost anywhere in the field.

"STARCOMM is adopting global best practices in telephony, especially in VAS segment to cater to the needs of businesses and professionals by implementing state of the art telecommunication infrastructure.

Mr. A. R. Vishwanath, Chairman and CEO, IMImobile informed, "This contract strengthens our standing in African continent and we look forward to replicating our success in Nigeria with other countries there as well"

The WAP portal of STARCOMMS will be a multi access entertainment portal on the mobile phone, which will offer a variety of content in the arena of movies, music, sports and mobile games. Content that can be experienced and downloaded include games, color wallpapers, video clips, polyphonic ring tones, music messages, jokes, news, stock tickers etc. One can also get Java games, mobile logos, colored logos, live cricket scores, radio content among others.

The MMSC is part of a modular service solution that addresses all aspects of today's messaging needs and provides a solid framework for meeting future needs with the most advanced technology available. On IMImobile's platform, operators and service providers can build suitable combinations of services to respond to the needs of their market segments and target groups.

IMImobile is not just deploying the service, but is also managing it. The unique managed services model adopted by IMImobile will enable faster return on investments and quicker integration of the service across the country.

IMImobile ([www.imimobile.com](http://www.imimobile.com)) is a next-generation end-to-end enabler of Mobile Value Added Services for Mobile Operators, Media Companies and Enterprises. It has developed its own IPR of core platforms and content management systems that it deploys on a managed services model across the globe. It builds the entire VAS (Value Added Services) network with its leading edge mobile technologies that include carrier grade messaging platforms, messaging gateways, service delivery platform (DaVinci), voice platforms and content aggregation. IMImobile has a global presence across India, Europe, Latin America, Middle East and Africa and is equipped to deliver Mobile applications and services anywhere in the world.

The Hindu, launched in September 1878 as a weekly, became a daily in 1889 and from then on has been steadily growing to the current circulation of a million copies and an estimated readership of over 3.50 million.