

Data services will account for 40 % of revenues of MENA mobile operators, says IMImobile CMD

- World's No. 1 provider of managed data services says major US and European players are eyeing the region -

Hyderabad, India, September 08, 2007: Data services will contribute more than 40 per cent of the total revenues of mobile operators in the MENA region, up from current 15 per cent, according to A. R. Vishwanath, Chairman and Managing Director of IMImobile, the leading global provider of managed data services.

Speaking on the sidelines of the GSM-MEG Conference in Dubai, Vishwanath said IMImobile was in the process of signing deals with three major international players for offering data services in the MENA region, including localized directory search services, innovative Push services, video streaming services, Blog services and User Generated Content services.

"The MENA region, with its high mobile phone penetration, is ripe for multimedia rich data services, including MMS, video clips and other 3G innovations, as proved by the high level of interest from operators, content providers and media companies," said Vishwanath. "We are already in talks with leading operators to provide end-to-end data services."

IMImobile is running trial services in video streaming for MTC in Kuwait. IMImobile's clientele for managed value added (VAS) services include Du, Etisalat, Saudi Telecom, and Qtel. The services include content management, interactive portals, caller ring back tone and video streaming.

"IMImobile has just signed up with a local partner of a major US telecom player to provide its SMS gateway, MMS gateway, WAP portal management and Content Management System to offer VAS services to 25 MENA countries through 55 operators on a managed service model" said Vishwanath. "Another leading player in the global mobile VAS branded services has signed a deal with us on enabling their services through our technology platforms on a managed service model."

With the launch of the above services Vishwanath expects IMImobile to drive MENA region operator revenues to grow from \$100 million in year one to \$500 million in three years

IMImobile has emerged as the leading MVAS player in the global telecom arena having operations in 51 countries, supporting 202 operator deployments and over 400 content partners, The content and

Media partners include Yahoo!, Sony and Universal. The company is also a leader in mobile campaigns, having handled a record 3 billion plus messages in 2006. In a recent popular SMS based campaign,

IMImobile's gateway handled 30 million messages in two weeks generating a business equivalent of AED 15 million, with the highest being 5.4 million on a single day.

"Contests, polls and reality shows are increasingly fuelling the demand for data services. Our major advantage is that we own, maintain and operate the VAS infrastructure on behalf of the operator using our global VAS network operations Centre. We have built a new centre in Hyderabad to cater to new business across the globe, including the Middle East. The new centre offers remote management and support to operator deployments, thus giving more operational efficiency and cost advantage to the operators," said Vishwanath.

IMImobile's showpiece offering at the GSM MEG conference was the DaVinci Service Delivery Platform, which is made of a number of modules that communicate seamlessly together to enable the mobile service value chain from end-to-end. It provides a number of features that have been specifically designed for handling multiple content types, content providers, applications and multiple publishing channels. IMImobile's DaVinci technology is powering 202 operator deployments across 51 countries with content from over 400 content providers.