

## **Openmind Reaches Landmark 30<sup>th</sup> Deployment of Mixed Media Core Platform**

**19th August, 2010 - Dublin, Ireland** – Openmind Networks today announced that its growth strategy continues to be on track and it has now reached a significant milestone with over 30 systems deployed at network operators worldwide. These systems are a blend of advanced routing functionality and user-based messaging services, all built on a common architecture called the Mixed Media Core (XMC) platform. Customers include Syniverse, Telecom Italia, Mobilkom Austria and Telenor Global Services. XMC technology underlies all Openmind’s field-proven solutions in SMS, MMS, USSD and SIP services. The platform combines support for messaging, call control and multi-media signaling protocols and bearers, allowing operators to consolidate multiple functions within a single deployment and to roll-out a new wave of unified messaging and voice services.

“Mobile operators are only interested in technology that will allow them to either reduce their costs or to grow their revenues”, said Alex Duncan, CEO of Openmind. “XMC allows us to do both. Through our mixed media capabilities we have deployed consolidated products that enable operators to replace multiple ‘stovepipe’ and single-use systems, thereby reducing ongoing OPEX and CAPEX costs. In addition, with XMC, Openmind has also deployed products supporting compelling new convergent services that unify access to messaging and voice services in multiple domains. These are highly attractive ‘sticky’ services – subscribers using them are less prone to churn and generate significantly greater volumes of messages and voice minutes. We are confident that we will continue to fulfill our growth strategy over the coming year, with further exciting projects in the pipeline”.

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### **About Openmind**

Openmind Networks is the market leading supplier of a new generation of messaging platform that allows mobile operators to replace inefficient and outdated legacy SMSCs with a more feature-rich and powerful alternative. Openmind provides a single consolidated solution to operator needs for increased and cost-effective SMS capacity combined with higher security, richer functionality and interworking with IP messaging technologies. Since 2008, Openmind has replaced legacy SMSCs at 11 Tier 1 and Tier 2 networks in Europe and 2 Tier 1 networks in Africa.