



## **Openmind Networks Strikes Gold As Lead Sponsor At The Next Generation Mobile Messaging Forum**

**As the move to replace the ageing 15 year old SMSC messaging infrastructure intensifies Openmind Networks is leading a workshop and two day conference in Amsterdam from 9<sup>th</sup>-11<sup>th</sup> April for mobile operators on how best to migrate from legacy messaging networks to intelligent SMS, MMS and IMS router based messaging networks.**

**Dublin, Ireland, January 3<sup>rd</sup>, 2008** – Alex Duncan, CEO of Openmind Networks today announced that Openmind Networks is the Gold Sponsor at the Next Generation Mobile Messaging conference to be held from the 9<sup>th</sup> – 11<sup>th</sup> April, 2008 in Amsterdam. For mobile operators and industry professionals looking to gain a thorough understand of next generation messaging networks, this is a must attend event.

The conference will offer attending delegates key insights to understand next generation messaging with practical examples, profit from expert case studies delivered by key industry players, learn best strategies to migrate from legacy to next generation messaging platforms, and discover how to maximize ARPU with next generation messaging.

In addition to the conference which is being led by industry professionals such as Andrew Tobin, head of messaging at O2, Openmind Networks' CEO, Alex Duncan and VP Product Management, Cathal Fitzpatrick will lead a pre-conference workshop. "This workshop will focus on practical, hands-on analysis of the mobile messaging industry and presentations by experts in the field of next generation messaging. This highly interactive and practical workshop will also offer insight into some of the most promising markets and applications," said Alex Duncan.

Openmind Networks will demonstrate Traffic Control, its industry leading next generation messaging platform and its comprehensive suite of applications to demonstrate how it:

1. Replaces store & forward SMSCs with a high performance router built on an open hardware & operating system
2. Delivers sufficient capacity to handle all messaging traffic on one distributed system
3. Enables interception & routing of off-net originating mobile MT traffic
4. Provides triggering of anti-spam & other filters to protect messaging services
5. Supports a suite of value added applications that personalise messaging services
6. Includes an open API to allow customised application development in-line with Service Oriented Architecture principles

## **ENDS**

### **About Openmind Networks**

Openmind Networks, headquartered in Dublin, Ireland and with sales and support offices in Prague, Dubai and Stuttgart is the emerging leader in Next Generation Messaging Systems. Our flagship product, Traffic Control, with a suite of product extensions (**Profile**, **Protect** and **Adapt**), is a multi-protocol messaging router supporting SMS, MMS, IM and IMS. Openmind Networks has one of the most highly knowledgeable teams in the messaging industry and has extensive experience of deploying systems throughout the world in all mobile technologies. Customers in four continents use Openmind Networks products to provide services to hundreds of millions of mobile subscribers.

### **Traffic Control**

Traffic Control has been designed by Openmind Networks to provide intelligent inter- and intra-operator message routing for SMS, MMS and IMS services in a telecom network. Openmind Networks has developed a suite of product extensions that extend the underlying capabilities of Traffic Control to address key business areas including spam and privacy protection, personalised service support and adaptation to standard compliant application servers.

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