



TynTec Signs Deal with the Carphone Warehouse

Mobile retailer adopts network identification technology

June 23rd, 2006 – London, UK- Enterprise quality SMS provider TynTec today announces a deal to provide its Network Query technology to The Carphone Warehouse, Europe's leading independent mobile phone retailer.

The Network Query product will help The Carphone Warehouse manage its database of existing customers and reduce the sending cost to thousands of potential customers who have ported their number from its original network.

The Network Query technology identifies the home mobile network that a particular number is on prior to sending messages to that number, ensuring the message and its content is properly routed and correctly billed via the consumer's new network provider. This capability will overcome the issues that have arisen from increasing rates of mobile number portability, where a consumer changes mobile phone network provider but retains the same mobile number.

In the past, number porting has resulted in delayed or even lost messages, with requests sent to a range of networks to find the location of the new number. This has also resulted in increased costs as it led to several attempts to send messages.

TynTec is able to offer services such as Network Query through its deep level (SS7) access into the mobile telecoms networks. Through its relationships with operators such as Manx Telecom, Digicel Jamaica and Alands Mobiltelefon, TynTec has direct visibility of the network status of individual phones.

Michael Kowalzik, CEO of TynTec, said: "Network Query makes financial sense for the mobile industry because it helps cut the costs arising from mobile number portability. The number of messages sent unsuccessfully is on the increase because of the ever higher percentage of numbers being ported from their original networks. Using our SS7 access we have a direct link to the status of a particular number, meaning that we can tell our clients the information they need to ensure a successful transmission."

Mr Phil Ray, MD of Messaging Solutions from The Carphone Warehouse, said: "Network Query saves us time and money. It enables The Carphone Warehouse to keep its database of millions of existing customers flexible and current, ensuring messages get to the right customers without the unnecessary cost of unsuccessful messages. It also helps our marketing department manage its database of potential customers. We're very pleased with the product."

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About TynTec

TynTec (www.tyntec.biz) is an enterprise quality SMS operator for corporates. Through partnerships with network operators Manx Telecom, Digicel Jamaica and Alands Mobiltelefon, TynTec has multiple access points into the deep level mobile



telecoms infrastructure (SS7). This, combined with a proprietary SMS-C platform, allows TynTec to offer a new level of quality in SMS.

TynTec's enterprise quality SMS service offers a range of advantages over traditional 'consumer' SMS, making it suitable for mission critical corporate applications. The service offers a highly secure, rapid and reliable communication channel into more than 340 networks in 140 countries, with a single, direct path between sender and recipient. Additionally, companies can extract rich data from their SMS communications, such as delivery receipts and information on the status and location of the receiving phone.

TynTec's access to the deep level mobile network infrastructure (SS7) also enables TynTec to act as an outsourced mobile data operator, providing managed services to MVNO's, MNO's and wireless service providers.

TynTec works with some of the world's leading companies such as British Airways, Accenture, Unilever and TNT who use TynTec's enterprise quality SMS products to facilitate internal and external corporate communications. Additionally, TynTec works with a wide range of SMS aggregators, resellers and mobile transaction networks such as mBlox, Netsize, and Mobile365.