



A MobileComm Professionals, Inc. company

MCARBON'S VAS WILL BE LAUNCHING FOR THE FIRST TIME IN INDIA TO RE-DEFINE CALL CENTER JOBS

CHAT, DATE AND BOOK TO HANGOUT IN YOUR FAV RESTAURANT VIA PRESS OF SINGLE BUTTON ON YOUR CELL!

mCarbon enters Indian market with unique Interactive Session Based SMS Service

New Delhi, 23rd November, 2007: US engineering services conglomerate, *MobileComm Professionals Inc.*, wireless engineering services company working with cellular operators, OEMs and infrastructure providers globally, is launching mCarbon, the Value Added Services(VAS) product company for the first time in India on 23rd November 2007.

mCarbon has built a unique, end user centric, multi-modal, technology agnostic, customer experience eco-system. It is a revolutionary mobile media (VAS) which works with media companies, telecom operators, enterprises and content providers alike to give an exclusive and innovative service led product environment. It encompasses an inimitable way of service rendering through component building blocks and delivers a faster time to market strategy with lowest total cost of ownership. It delivers multi-channel communication over all possible media such as voice, video, devices and the web.

Mr. Gurmeet S. Likhari, President mCarbon says, "The company has positioned itself to provide the next generation of multimodal VAS experience on music, community and care themes, hence providing superlative business value for the users. The market for mobile value-added services is currently Rs 400 crore, and it is expected to grow to around 3,500 crore by 2010. To supplement stagnant voice revenues cellular operators are now turning to VAS to boost revenue in both data and value-added voice services. "Revenue from the VAS segment is growing at a rate of 40 to 45 % a year."

Mr. Rajesh Razdan, Co-founder & Director mCarbon says, "mCarbon partners with cutting edge technology and network solutions providers, and content companies across the globe to create and manage the VAS services across music, care and community theme. Its open application framework (OAF), called Green Room, offers various technology enablers to make this happen. A simple SMS

enabler called speed SMS, is a revolutionary interactive SMS system, which can catapult various promotional and content based applications to peer SMS dialogues in the network, leading to significantly higher levels of satisfaction and service.”

According to Mr. **Brij Mohan Mahendru, Co founder & Director, Technology and Innovation, mCarbon** provides an effective way of presenting various VAS services to the users across mediums allowing them to discover and share with each other. This is the first company which will present and truly deliver the “V” in VAS. “It helps present the value added services through all channels of service usage today, sensing and caring for the consumers need, rather than someone simply pushing it.” adds, **Mr. Pankaj Ratra, Executive Director.**

Enhanced Value added services are offered by mCarbon in the field of music, care and community for the first time in India. The flagship product of the brand (mCarbon) is Speed SMS, the Interactive Session based SMS service, would be launched in Indian markets for the first time. The service, better described as intelligent bulk or smart bulk messaging, would entirely change the current picture of senseless messaging. Interactive session based SMS service allows users to interact with the sender via press of a single button. This will convert static SMS messages into dynamic tools that will interact, live with the users and allow them to access services of their choice.

MUSIC

Channel99™ is a state of the art audio, video & multimodal service delivery system, which empowers the service provider or a media enterprise for creating, sharing, distributing or even merchandising content & multimedia in various forms for their end customers. It essentially captures subscriber profile, recommends, discovers the content from the varied repository, checks the quality and authenticity of the content, hence delivering the same over SMS, Voice, USSD, WAP, GPRS or through a ODP (on device portal). Along with service management, profiling , segmentation and service delivery, this makes the perfect system for any service provider for extracting maximum out of the music portfolio and delivering it to the customers in the most innovative way.

CARE

SmartCare™ is a customer service optimization and flow solution targeted for the service industry (Call Centers etc..) to help achieve customer delight. It can revolutionize the way customers are served at care touch points because of mainly the ease of customer flow optimization, guiding them through the various options and rendering the desired service with effectiveness. The entire customer delivery process is simplified by bringing together a complete visibility of customer queuing, workforce optimization and flow tracking and management. So there won't be Customer queuing to speak to call center executive to solve their queries.

COMMUNITY

It is a strong community product facilitating an array of community interaction services (like flirting/dating, chatting) on demand and all this on just a press of a single button. Driving on building communities, the service enables the end user access, shares and connects with his defined

communities across networks and devices. Users can either share their own user generated content or a downloaded content without worrying about the network readiness, device incompatibility and other possible bottlenecks at any service level. The system has an informed view of the service and activates the options at various levels so that the desired information is rendered in the form it was needed. It utilizes industry standardized presence and availability information including detection, service management and sharing, and uses features like contact lists, instant messaging, online gaming, dating and conferencing. It means one can date, chat or even book a seat in their favorite restaurant via this service. The end customers receiving informative and interactive SMS would be able to reply via multiple choices menu where they just have to press a single button on the keypad of their cell and not to type entire message to reply back. Various service providers can use this technology for bulk messaging for contests, surveys, informative messages etc. In short it is a win-win situation for end customers as well as service providers/ senders.

ABOUT MobileComm Professionals:

mCarbon's US entity and parent company MobileComm Professionals Inc. is into wireless optimization, strategic network planning and advanced engineering services and training for over a decade now. It caters to wireless engineering services and consulting to the leading operators in the Americas and works with leading infra vendors like Ericsson, NSN, Motorola, Alcatel Lucent and others.

MobileComm is US leader in providing outsourced network engineering services and project management. They deliver engineering and provide technical solutions for telecommunications infrastructures, wireless operators and OEM's. The brand offers turnkey network solutions, providing clients with a single point of contact for delivering and managing a network. It is the 3rd fastest growing company in the US owned by Indians.

*For any further information please call **GENIE EVENT & PR PVT. LTD:***

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