

# **AEPONA AND ORANGE SA SIGN WORLDWIDE AGREEMENT FOR FULL OSA/PARLAY PRODUCT SUITE TO DELIVER RICH, GLOBAL SERVICES TO CUSTOMERS**

Submitted by: AePONA

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New technology will cut costs, speed and simplify advanced service creation and allow closer integration of enterprise applications with the telecommunications network

3GSM, Cannes, France - AePONA today announced that it has signed a three-year agreement with Orange SA, one of the world's largest communications companies, to supply its Causeway OSA/Parlay product suite to Orange companies around the world.

OSA (Open Service Access) is a key part of 2G, 2.5G and 3G networks – fully specified by ETSI and the 3GPP – and gives mobile service providers the ability to dramatically simplify the creation and management of many different services, features and functions. By providing standard interfaces to other systems and applications, such as billing, or advanced voice, location, messaging and gaming services – either within a single service provider, or with partners, separate content or application providers, or even directly with business customers – OSA has a major role to play in simplifying what is currently a complex technical environment. Its benefits for improving operations have also been recognised by GSM and GPRS service providers as well as being adopted in fixed markets around the world.\*

“AePONA's OSA/Parlay solution will bring real business benefits to Orange,” said Dominic O'Neill of Orange. “Our prime reason for selecting both the OSA approach and AePONA's particular solution lies in the significant flexibility this will bring to creating, maintaining and operating the suite of rich, new applications that we at Orange are currently building for our customers. Their Causeway product will simplify the rapid deployment of unique and differentiated services – creating in turn new streams of revenue for us, but without the large-scale investment usually needed by traditional approaches to this challenge.

“With Causeway in place, we believe that it will deliver true network independence, allowing our services to be deployed seamlessly, regardless of whether the sessions involve voice or data or a mix of the two or are delivered over GSM, GPRS or 3G networks. This will create an environment through which our customers can experience the same rich set of services, irrespective of where they are in the world”.

“AePONA is delighted to have won this contract with Orange SA,” commented Liam McQuillan, managing director of AePONA. “The fact that Orange has selected AePONA against some of our larger competitors is a major endorsement of both our product and business strategies. It also underlines the importance of OSA/Parlay and demonstrates that it is now fast becoming operational reality on an international basis”.

About AePONA: ( <http://www.aepona.com> )

AePONA's OSA/Parlay products are deployed in over 20 operator networks worldwide and have been identified as the leading solution for Open API's. AePONA has proven interworking capability with more than 80% of global MSC vendors. The Causeway product suite enables operators to quickly develop a large portfolio of high revenue applications that can be deployed across 2G, 2.5G and 3G networks. For

operators it means fast deployment of services, rapid return on investment with reduced cost of ownership.

## Open Standards

Initiatives to create a standardised Telecom network API have moved out of specialised industry bodies and into mainstream standard specifications. The creation of a common Network API by ETSI; 3GPP, their US-led equivalent 3GPP2 and Open Mobile Alliance (OMA) has endorsed the principles behind an Open Service Access (OSA) and have provided the foundation of a Network Operating System for the Telco network.

Further information can be found at <http://www.parlay.org>  
<http://www.openmobilealliance.org> or <http://www.3gpp.org>

For more information about Parlay, please go to:

<http://www.parlay.org> – the OSA/Parlay community and technology basics.

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