

# Cosmote Deploys Three Products From The Comverse Total Communication Portfolio: Voicemail, “Who Called”, and SMS Notifications

Submitted by: Pleon

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## Major Greek Operator Replaces Legacy Competitor’s Voicemail System

WOODBURY, NY, January 6, 2004 – Comverse, a unit of Comverse Technology, Inc. (NASDAQ: CMVT), and the world’s leading supplier of software and systems enabling network-based multimedia enhanced communications services, today announced deployment of three key Comverse products: a new voicemail platform, “Who Called” service and Comverse Intelligent Short Message Service Center (ISMSC) for Greek operator Cosmote.

**Voicemail:** Deployed in operator networks around the world, the comprehensive and advanced call completion capabilities of the feature-rich Comverse voicemail platform improve the user experience and increase subscriber satisfaction while steering call attempts to a potentially billable conclusion. The deployment replaces a legacy competitor’s system.

**Who Called:** Comverse Who Called increases call activity by notifying users by SMS of calls made to them while they were unavailable. Subscribers return many of these calls, generating significant new traffic. Due to the customer-pleasing nature of this service and its compelling business case, Comverse Who Called has been selected and deployed by dozens of operators since its introduction in 2002. The service, new to Cosmote, is extended to all system subscribers.

**SMS Notifications:** Deployment of the high-capacity Comverse ISMSC boosts Cosmote’s SMS capabilities to meet anticipated increases in system notifications such as Who Called notifications.

Mr. Damianos Charalampidis, General Manager of Products, Services & Marketing at Cosmote said, “Comverse “Who Called” enables us to provide an important new service to all of our customers, assuring them that they will be aware of attempts to call them — even when they are unreachable. We selected the Comverse voicemail platform because it is the technological leader, with a road map of rich new applications to benefit our customers. Its integration of new industry developments ensures that our service will remain innovative and cutting edge.”

Weinreb Itzack, General Manager at Comverse Greece said, “Cosmote is now well positioned for excellent market performance — especially in light of the increased opportunities presented by the Olympics in Greece next year — with enriched call completion and voice services, enhanced SMS capabilities, “Who Called”, and Comverse VoiCD wireless music service. We are happy to be expanding our role with this progressive and forward-thinking operator moving towards fuller realization of Total Communication.”

## About Total Communication

Total Communication creates a borderless environment where people are free to communicate in the way that is most appropriate and convenient to them. Total Communication services include a full range of equally

accessible real-time and non-real-time multimedia communication options for individuals, groups, and communities over a wide variety of devices.

#### About Cosmote

COSMOTE commenced its operations in April 1998 and radically changed the mobile telecommunications scene in Greece. By July 2002, after only four years of operation, COSMOTE's network covered more than 99% of the Greek population, operating within the GSM 1800 system. The company has captured the largest share of the contracts market (1,591,845 contract subscribers) and commands a total market share of more than 37.2%, with 4.1 million customers. Today, COSMOTE is the leader not only in market share but in customer loyalty as well, enjoying the lowest churn rate in Greece. COSMOTE seeks to solidify its position as dominant Greek mobile communications company.

#### About Comverse

Comverse, a unit of Comverse Technology, Inc. (NASDAQ: CMVT), is the world's leading provider of software and systems enabling network-based multimedia enhanced communications services. More than 400 wireless and wireline telecommunications network operators, in more than 100 countries, have selected Comverse's enhanced services systems and software, which enable the provision of revenue-generating value-added services including call answering with one-touch call return, short messaging services, IP-based unified messaging (voice, fax and email in a single mailbox), 2.5G/3G multimedia messaging (MMS), instant communications, wireless information and entertainment services, voice-controlled dialing, messaging and browsing, prepaid wireless services, and additional personal communication services. Other Comverse Technology business units include: Verint Systems, a leading provider of analytic solutions for communications interception, digital video security and surveillance, and enterprise business intelligence; and Ulticom, a leading provider of service enabling network software for wireless, wireline, and Internet communications. Comverse Technology is an S&P 500 and NASDAQ-100 Index company. For additional information, visit the Comverse web site at <http://www.comverse.com>.

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