

# Vodafone Greece Deploys Comverse ImPact Notify Me and Who Called™ Services To Enhance Wireless User Experience And Improve Call Completion Rates

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Notify Me And Who Called Are Designed To Complete More Calls With New Information And Handling Options For Subscribers

Comverse, a unit of Comverse Technology, Inc. (NASDAQ: CMVT), and the world's leading supplier of software and systems enabling network-based multimedia enhanced communication services, today announced that Vodafone Greece, a subsidiary of Vodafone Group Plc (NYSE: VOD), has deployed two Comverse ImPact services: Notify Me and Who Called™.

The two new services are designed to generate greater value from existing network traffic and current network equipment by steering more calls to a satisfactory conclusion and creating more follow-up calls:

Notify Me notifies callers by SMS when a party that could not be reached earlier becomes reachable, facilitating easy and efficient completion of such calls.

Who Called tells users by SMS who called (but did not leave a voicemail message) while the phone was unreachable.

Executives of Vodafone Greece selected Comverse ImPact services because they provide an improved user experience, while generating an attractive return on investment. Also, innovative caller-oriented services such as Notify Me, provided Vodafone Greece with an additional competitive advantage.

Guiseppe Elli, President of Comverse Europe, said: "Who Called has been installed in dozens of networks worldwide within a short time after its introduction. ImPact continues to grow in popularity worldwide because it brings immediate benefits to subscribers, and is designed to generate attractive returns for telecom service providers. We also are pleased by the enthusiastic response we received for the latest additions to our ImPact portfolio – Notify Me and Connect Me for the caller, and Smart Call and Voicemail Screening for the called party".

## About Comverse's ImPact Solution

The Comverse ImPact application suite is designed to enable service providers to increase average revenue per user (ARPU). ImPact services leverage current network equipment and subscriber usage habits to enable service providers to introduce new services with a very short time-to-market. The ImPact solution is designed to improve call completion rates, and increase penetration and usage of the current voicemail service by introducing traffic-generating call management services through applications such as Who Called, Notify Me, Connect Me, Voicemail Screening & Smart Call. ImPact applications are easy to deploy, intuitive to use, and are designed to deliver a quick and attractive return on investment (ROI).

## About Vodafone Greece

Vodafone Greece was founded in Greece in 1992 (under the brand name 'Panafon'), by a consortium constituted by Vodafone Group Plc, France Telecom, Intracom and Data Bank, while on January 2002 it changed its brand name to Vodafone. The headquarters of the company are situated in Halandri – Athens, whilst it employs more than 2,400 people.

Vodafone Greece is listed on the Athens Stock Exchange since December 1998, as well as to the London Stock Exchange, where its shares are being negotiated in the form of an international security. On March 23rd 2004, the board of shareholders took the decision of the delisting of the company from ASE. Vodafone Group Plc is the main shareholder of the company, holding 99.4% of its shares.

The strategic goal of Vodafone Greece is the provision of high quality services of mobile communication to the Greek public, in parallel with the satisfaction of the needs of the public for mobile communication.

The business activity of Vodafone Greece is related to mobile telephony, offering services both for prepay and post pay users. Vodafone has been the first to launch in the Greek market services, such as Vodafone live! and Vodafone Mobile Connect Card for corporate users.

Vodafone Greece has established one of the largest customer bases in the Greek market, placing the Vodafone customer in the core of the company's business strategy. The company constitutes one of the most profitable organizations in the Greek market with almost 3.7 million users and revenues exceeding €1.470 million during the last financial year (April 03 – March 04).

#### 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 communication 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>.

All product and company names mentioned herein may be registered trademarks or trademarks of Comverse or the respective referenced company(s).

Note: This release may contain forward-looking statements that involve risks and uncertainties. There can be no assurances that forward-looking statements will be achieved, and actual results could differ

materially from forecasts and estimates. Important factors that could cause actual results to differ materially include: changes in the demand for the company's products; changes in capital spending among the company's current and prospective customers; the risks associated with the sale of large, complex, high capacity systems and with new product introductions as well as the uncertainty of customer acceptance of these new or enhanced products from either the company or its competition; risks associated with rapidly changing technology and the ability of the company to introduce new products on a timely and cost-effective basis; risks associated with changes in the competitive or regulatory environment in which the company operates; risks associated with significant foreign operations and international sales and investment activities, including fluctuations in foreign currency exchange rates, interest rates, and valuations of public and private equity; the volatility of macroeconomic and industry conditions and the international marketplace; risks associated with the company's ability to retain existing personnel and recruit and retain qualified personnel; and other risks described in filings with the Securities and Exchange Commission. These risks and uncertainties, as well as others, are discussed in greater detail in the filings of the company with the Securities and Exchange Commission, including its most recent Annual Report on Form 10-K and its subsequent Quarterly Reports on Form 10-Q. These documents are available through the company, or through the SEC's Electronic Data Gathering Analysis and Retrieval system (EDGAR) at [www.sec.gov](http://www.sec.gov). The company makes no commitment to revise or update any forward-looking statements in order to reflect events or circumstances after the date any such statement is made.

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