

# Partner Communications Deploys Visual Voicemail Service Enabled By Comverse

Submitted by: Pleon

Tuesday, 9 November 2004

---

Visual interface bypasses traditional voice prompts, simplifying message access and management, and increasing the appeal and functionality of voicemail

WOODBURY, NY, November 8, 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 communication services, today announced that Partner Communications Company Ltd., operating the orange™ network in Israel has deployed Comverse-powered Visual Voicemail service. Visual Voicemail utilizes the power of next generation networks and handsets to provide a new, visual interface that bypasses traditional voice prompts, simplifies message access and management, and increases the appeal and functionality of voicemail.

With Visual Voicemail subscribers can see the contents of their voice mailbox, scan messages for caller, date, urgency and more, and access them in any order rather than in the order they were received — saving valuable time and increasing productivity. Additionally, Visual Voicemail enables users to record voice messages on their handsets and send them directly to individuals or groups in the network — without making the phone ring or interrupting recipients. The experience is just like SMS text messaging, except with a voice message. The simple and intuitive user experience is designed to increase the usage of and demand for voicemail.

“We are glad to provide our users with the benefits of Visual Voicemail,” said Iris Beck, VP Marketing and Content for Partner. “Our experience showed that users are quick to recognize the added value and increased personal efficiency that results from faster message access, simplified message handling, and new voice messaging capabilities.”

“We are proud to work with Partner, a trailblazer in the mobile industry, to usher in the era of next generation voicemail services,” stated Benny Einhorn, Chief Marketing Officer at Comverse. “Visual Voicemail is designed to enable Partner to generate greater revenues through increased traffic, higher call completion rates, and the addition of new subscribers.”

## About Partner Communications

Partner Communications Company Ltd. is a leading Israeli mobile communications operator known for its GSM/GPRS based services and the development of wirefree applications under the preferred orange™ brand. The Company commenced full commercial operations in January 1999 and, through its network, provides quality of service and a range of features to over 2.2 million subscribers in Israel. Partner subscribers can use roaming services in 149 destinations using 319 GSM networks. The Company was awarded a 3G license in 2002. Partner's ADSs are quoted on NASDAQ under the symbol PTNR and on the London Stock Exchange (LSE) under the symbol PCCD. Its shares are quoted on the Tel Aviv Stock Exchange (TASE) under the symbol PTNR. For further information please visit: <http://www.investors.partner.co.il>.

## 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>.

-more-

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" under the Private Securities Litigation Reform Act of 1995 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; aggressive competition may force the Company to reduce prices; a failure to compensate any decrease in the sale of the Company's traditional products with a corresponding increase in sales of new products; risks associated with changes in the competitive or regulatory environment in which the Company operates; risks associated with prosecuting or defending allegations or claims of infringement of intellectual property rights; 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 subsequent Quarterly Reports on Form 10-Q. These documents are available through the Company, or its website, [www.cmv.com](http://www.cmv.com), 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 statement in order to reflect events or circumstances after the date any such statement is made.

###

## Pleon Contacts

Adrian Brophy

+44 (0)207 298 7138

+44 (0)870 242 8323

adrian.brophy@pleon.com