

Tatara Systems First To Deliver Converged Mobile Messaging

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Enabling Revenue Generating Service Offerings Today

Tatara Systems, a developer of converged mobile solutions for communications service providers, announced availability of its Converged Mobile Messaging solution to enable portability and converged messaging across any IP network. Tatara has entered into market trials with major carrier customers marking an industry first where an end-user subscriber is able to maintain a single phone number identity to both send and receive messages across a variety of access networks, devices and technologies. This offering is deployable today to extend messaging applications beyond a user's home service network to include other enterprise networks, Wi-Fi hotspots or via roaming agreements with any number of other service providers. "One-number" messaging yields a quick return on investment for carriers looking to drive new service revenues leveraging their existing networks, while building the foundation for a graceful transition to more advanced IMS applications.

"We expect the movement toward converging services on a common IP foundation will continue to gain tremendous momentum," said Todd Crick, Vice President and General Manager of the Integrated Services Group at inCode Wireless, a global wireless technology and business consulting firm. "One-Number Mobile Messaging builds upon widespread customer familiarity with SMS and is an example of the many new types of wireless services that IMS technology enables."

Short messaging is pervasive worldwide and has grown to be an important communications tool for both business users and consumers alike. In mobile networks today, SMS is also a key element used for many of the services mobile customers take for granted and rely on today, such as notification of voice mail via a message waiting indicator symbol on the handset. Carriers worldwide continue to see acceleration of messaging applications, especially among young adult users. A converged solution from Tatara provides end users with the flexibility to communicate using the device and network of their choice, while maintaining one number and the security of strong authentication. The Tatara Subscriber Gateway provides these services with a seamless insertion into existing enterprise and carrier networks, in addition to evolving to serve as the Packet Data Gateway in a full IMS deployment extending applications including additional multimedia and location based services.

"There are several immediate and valuable revenue generating applications of this solution for service providers", said Steve Nicolle, CEO & President of Tatara. "One is as part of a laptop mobile office service, where SMS usage will be dramatically increased as the end-user is identified and reached using his mobile number on their laptop. Another is in conjunction with voice-centric fixed-mobile dual-mode PDA/handset convergence enterprise solutions based on industry architectures like SCCAN and UMA requiring SMS and message waiting indicator capabilities."

Tatara's Mobile Services Convergence Platform is deploying real services today while providing the infrastructure to support rapid deployment of additional converged mobile services over time. The company continues to partner closely with carriers worldwide to implement compelling revenue generating solutions as they progress towards a converged mobile offering for their customers. The Tatara solution enables service deployments today using a 3GPP compliant architecture that is extensible to support a variety of new multimedia applications beyond basic messaging.

About Tatar Systems

Tatar invents, develops, and deploys solutions for communication service providers allowing them to offer converged mobile services to their subscribers. Tatar's Mobile Services Convergence Platform gives service providers the ability to offer a rich and consistent set of converged mobile broadband services over multiple network technologies, including WLAN, WAN/3G, wireless broadband, and wired, and with the same high level of real-time control on roamed networks as they have on networks they own. Based in Acton, Mass., Tatar Systems is a privately held company backed by the leading communications investment firms Highland Capital Partners and North Bridge Venture Partners. For more information, visit www.tatarasystems.com.