

Unipier Presentation Manager Successfully Implemented At Telefónica Móviles España

Submitted by: Unipier
Sunday, 23 October 2005

Unipier Presentation Manager Successfully Implemented At Telefónica Móviles España

Enhanced Personalized Content Presentation Increases Usage and Improves Subscriber Satisfaction for Both WAP and i-mode Offerings

Netanya, Israel – Unipier, pioneer of Intelligent Policy Management, announced today the successful implementation of an enhanced content presentation solution at Telefónica Móviles España, which provides subscribers with a personalized, dynamic “Smart Menu” and improved content appearance and interaction.

Unipier has developed a consistent intuitive interface for mobile data services that combines with navigation tools to reduce the number of keystrokes needed to access preferred sites. The subscriber friendly solution boosts usage and enables Telefonica to gain more value from i-mode and WAP mobile data services. It also provides users with new personalization options, such as favorite sites and background “Skins,” displaying favorite celebrities and personal photos.

“Mobile data usage is an increasingly popular and central service element for us,” said Luis Ezcurra, Market Development and Marketing General Manager at Telefónica Móviles España. “The data presentation solution is invaluable because it streamlines and personalizes our successful e-mocion Web experience in ways that make services easier and more fun to use. This is a powerful market differentiator that is likely to attract new customers and help retain existing ones.”

We are proud to be a part of Telefonica's continued success in the mobile data services arena,” said Gabby Levy, CEO of Unipier. “Telefonica has a history of providing innovative market leading services to their growing subscriber base. We are excited to provide them with added value that helps to increase their competitive edge in this growing market.”

Unipier Presentation Manager provides subscribers with an enhanced, context-sensitive user experience by transforming existing portals into personalized and dynamic service environments. Maintaining a consistent and branded browsing experience, Unipier Presentation Manager transparently controls the presentation of both internal and external content over multiple devices and markups, with support for both WAP and i-mode.

About Unipier

Unipier, a pioneer of Intelligent Policy Management, is a leading provider of service delivery components that empower operators and ASPs to rapidly create, integrate, deliver and control a wide range of compelling, revenue generating mobile services.

Unipier's products enable service providers to drive revenues while managing their subscriber base, and delivering personalized and branded environments to increasingly sophisticated devices and users. The Company which was founded as Cash-U in 2000, was renamed Unipier in October 2004 following the successful

acquisition of Niragongo. For additional information, please visit the Unipier web site at www.unipier.com

About Telefonica Móviles España

Telefónica Móviles España (www.empresa.movistar.com) is the operator of Telefónica Móviles Group in the Spanish market, where it has 18.7 million customers and offers a comprehensive portfolio of data services and applications using the latest mobile technologies, including UMTS.

Telefónica Móviles is one of the world's largest mobile operators and the leading cellular company in the Spanish- and Portuguese-speaking markets. At 30th September 2004, Telefónica Móviles' customer base reached 71.9 million managed clients in 16 countries. Telefónica Móviles is a founding member of the FreeMove alliance of European mobile operators. The company's shares trade on the Spanish Stock Exchange and the New York Stock Exchange under the ticker symbol TEM.

Contact:

David Leichner,
Vice President Marketing
Tel: +972 9 8920888
david.leichner@unipier.com