

Inovar
12655 North Central Expressway, Suite 900
Dallas, TX 75243 USA

NEWS RELEASE

February 28, 2012

Inovar Announces the Successful Commercial Implementation of Two Solutions in an IMS network

Barcelona, Spain: Inovar, a Dallas, Texas, based mobile solutions company, is pleased to announce that two of its solutions have been commercially launched in an IMS network by a large North American mobile operator. The two solutions are myChoice and VCID. myChoice provides a suite of personalization features such as Favorite Country, PickYourTime and others for prepay and postpay customers and VCID is an enhanced missed call notification solution.

Both solutions were originally implemented by this and other operators as IN solutions with CAMEL interfaces in a 3G network. The solutions have been enhanced by Inovar to support SIP and DIAMETER interfaces for an IMS network. As a result of these enhancements the operator was able to leverage their original investment in the solutions as they began the migration to an IMS network. Both solutions now simultaneously support customers accessing the services in the 3G and IMS networks.

“We believe that the enhancements we have made to our portfolio and this customer implementation is one of the first commercial examples of such an approach,” said Arshad Syed, CEO of Inovar. “We are enhancing other solutions in our portfolio to offer a consistent and rich user experience regardless of how a subscriber accesses the network. This approach provides tremendous time to market and financial benefits to our customers as they implement IMS or 4G/LTE.”

###

Inovar

Inovar, previously Integrated Telecom Solutions, provides solutions for mobile network operators worldwide. Inovar is a telecom solutions company with an innovative and attractive solutions portfolio and an extensive customer base around the globe. Founded in 1996, Inovar offers an unparalleled suite of value-priced voice and data solutions for the global wireless marketplace—solutions that increase revenue, boost network traffic, enhance customer loyalty, and capture and retain high-value customers. Our solutions contribute strategic value to mobile operator networks by providing operators powerful new solutions easily implemented with existing systems.

For detailed information regarding Inovar, and their proven and valuable solutions, visit www.inovar.com, email marketing@inovar.com, or call +1.972.664.0711.