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NewPace Leads Mobile Messaging Revolution

Canada's NewPace Technology demonstrates hosted RCS solution at Mobile World Congress

Barcelona, Spain, February 28, 2012 – NewPace Technology has moved the mobile messaging industry forward today with their Rich Communication Suite solution demonstrated at Mobile World Congress 2012 (www.mobileworldcongress.com). NewPace has developed a low-cost, low-risk hosted RCS solution that negates many barriers to implementation including the perceived need for IMS core and capital expenditure requirements.

Rich Communication Suite (RCS) is a mobile industry standards effort led by the GSM Association (GSMA) that unifies communication by combining voice, presence, status, instant messaging/texting, buddy lists, media sharing, conferencing and video chat into one service on a mobile handset without the need for third-party software and downloads. The customer facing RCS product was newly branded at the conference -- 'joyn'. The NewPace solution provides network operators the ability to deploy the joyn service using a hosted product.

The RCS/joyn platform is designed to allow end-users the ability to use enhanced messaging options with one another regardless of phone type or mobile carrier. This framework will provide increasingly advanced services for mobile carriers to offer to their customers.

The NewPace solution is the first to operate without the requirement of an IMS core. The IMS core is an expensive and costly infrastructure that many mobile operators are reluctant to implement, and has been an identified barrier in RCS implementation to date. In addition to meeting the initial launch needs set by the GSMA, the NewPace solution features anticipated requirements that include integration with over the top instant messaging services and social networks, billing interfaces, operator interconnectivity, reporting, legal intercept and operations, administration, monitoring and provisioning.

"The team at NewPace has a track record of successful innovations in the voice and VoIP sector, having developed a number of product advances that have changed the way we communicate", explained Brent Newsome, CEO at NewPace. "We believe our newest foray into the RCS space will change the landscape for carriers and consumers."

By providing a hosted option, designed so it can be migrated into an operator's own premises, NewPace is the first company to offer accessibility to carriers regardless of size or user base.

"Our solution is a quick to market option for carriers, requiring little capital expenditure, low operations expense risk, and can work with or without an IMS core network," commented Gavin Murphy, CTO and Vice President of NewPace. "The hosted solution also allows our team to rapidly deploy software upgrades to keep the service current with the evolving RCS-e specifications."

NewPace has been in discussions with a number of carriers as well as RCS user interface providers and will be working with Synchronica plc in the development, sales and marketing of its RCS product. In the coming weeks NewPace will be working with several of these groups to validate its service against various clients in the marketplace. The team at NewPace has an extensive roadmap planned

for additional components to be integrated into the RCS-e solution.

Attendees of Mobile World Congress (www.mobileworldcongress.com) can visit NewPace at the NewPace Booth: App Planet, Hall 7, 7F89, or the GSMA Pavillion: Hall 8, Stand #C118.

About NewPace Technology Development Inc.

Founded in 2009, NewPace is a privately-held professional software engineering company based in Halifax, Canada. NewPace delivers cutting-edge software solutions in a variety of domains, including mobile applications for the enterprise and the Rich Communications Suite. Having developed large-scale VoIP products and implemented global integration of Instant Messaging products, the NewPace team has substantial experience in telecommunications development and operations. The organization services a wide variety of global clients providing a stable secure environment and the expertise to delivery robust, high availability and scalable solutions.

The NewPace team includes specialists in Android™, BlackBerry® and iOS™ platforms development; VoIP/SIP applications; graphic designers; software developers; quality assurance and operations specialists. To find out more about NewPace visit: www.newpace.com

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