

Unlocking the potential of Inter-standard Roaming (ISR)

- MACH launches revolutionary new ISR services

Luxembourg, 16th February 2009 – MACH today announced the launch of its new Inter-Standard Roaming (ISR) services, which not only give CDMA-based end-users unprecedented access to GSM networks when travelling abroad, but also facilitate GSM to CDMA roaming and connect GSM and CDMA mobile customers to thousands of WiMAX zones worldwide.

“End-users are no longer willing to tolerate the inconvenience and expense of maintaining different types of voice and data access when they are abroad – and they no longer have to,” said Guy Dubois, President and CEO, MACH. *“MACH’s Inter-Standard Roaming services will, quite simply, change the mobile roaming paradigm forever. We are unlocking a new world of revenue opportunities for operators and a new world of cost-effective convenience for end-users.”*

The services announced by MACH today reshape the mobile roaming landscape in three important ways.

Firstly, MACH’s Inter-Standard Roaming services equip operators to unlock revenues hitherto out of reach. Customers no longer need alternative access media when travelling and so are no longer incentivised to opt for a GSM account at home. Operators can claim a far greater share of customers’ communications spend when travelling, competing directly with alternative technologies like local prepaid GSM SIM cards or hotel and airport Wi-Fi.

Secondly, the services announced today allow operators to unlock the true value of existing technology investments by providing out-of-the-box compatibility with the technologies operated by roaming partners. A single point of connectivity provides a cost-effective extension of network coverage. The need for network installation is eliminated, shortening time-to-market and reducing capital investment. Simplified, zone-based pricing and access to GSM, CDMA and WiMAX networks through one single agreement significantly reduce operating costs. The resulting reduction in capital and operational expenditures allows operators to offer dramatically lower end-user prices.

And thirdly, operators can enhance customer satisfaction by unlocking customer access to a broader portfolio of voice services and applications – wherever they are in the world, through one device and with one bill. Increased satisfaction drives down rates of churn to competitors and alternative communications media, increases usage, and drives new product adoption.

MACH’s portfolio of Inter-Standard Roaming services is the first and only offering in the market to combine technology innovation with proven roaming infrastructure management. Its unique Mobile IP (MIP) proxy functionality provides a seamless virtual home experience to the end-user, increasing access to branded data services.

With more than 600 customers worldwide and over 20 years experience in the management of complex roaming relationships, MACH's Inter-Standard Roaming services are built on the industry's widest roaming coverage and most comprehensive carrier-grade roaming infrastructure, including end-to-end solution hosting and customer care, billing, clearing and settlement, signalling conversion, fraud protection, and end-to-end user visibility.

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To view MACH's Mobile World Congress 2009 online press pack and access further news and information, visit: <http://mach.mediaroomshowcase.com/>

About MACH

MACH unlocks the potential of the mobile business eco-system by providing the core conductor which equips any industry player to enable and handle any tele-application or interaction, on any technology, anywhere in the world.

MACH's suite of technology platforms simplifies and accelerates the creation and operation of the mobility supply chain. It is the conduit that connects the mobile market community and extends compatibility, quickly and at low cost, through a multi-faceted portfolio of solutions.

Through MACH, any industry player can harness market diversity and complexity to realise innovative business models and unlock consumer-centric services for the end user, regardless of location, device and technology.

Originally founded in 1987, MACH has merged with, and today incorporates the experience and expertise of, market-leaders such as Dan Net, Cibernet, End2End and Progrator|Gatetrade. MACH employs 1,000 people serving over 600 customers worldwide.

MACH is a proud member of the GSMA and CIBER industry organisations, the Wireless Broadband Alliance (WBA), WiMAX Forum, Rural Cellular Association (RCA), CDMA Development Group (CDG) and CTIA.

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