News Release

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messaging experts

Vodafone Egypt Deploys Openmind's Advanced SMSC

Despite rumours of its predicted demise, SMS traffic growth is showing no signs of abating. Latest figures show that SMS volumes across the globe are outpacing the ability of legacy messaging infrastructures to handle the increased volumes at a cost that is acceptable to mobile operators.

Dublin, Ireland, January 20th, 2009 – Alex Duncan, CEO of Openmind Networks today announced that Vodafone Egypt have deployed Traffic Control as an advanced, high-capacity and scalable SMSC to meet the needs of their growing subscriber base.

"In effect, Vodafone Egypt is building a smarter, more efficient and scalable network that will meet its future messaging demands" said Duncan. "The incredible growth witnessed in SMS means that urgent requirements for capacity can be exploited by the incumbent vendors. Openmind gave Vodafone a compelling alternative that delivers capacity increases that create a newer, richer messaging network."

"Mobile operators need to decouple their dependency on legacy messaging vendors so that they can provide a base platform for enriched messaging and security solutions," added Duncan. "With Traffic Control our customers have demonstrated that they can focus on building and delivering new messaging services, free from the constraints imposed by inflexible and costly legacy equipment."

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About Openmind Networks

Openmind Networks, headquartered in Dublin, Ireland and with sales and support offices in Czech Republic, Germany and the United States of America solves problems operators face in meeting market requirements for higher capacity messaging networks and richer, more personalized, services. Openmind Networks is entirely focused on messaging and is staffed by business and technical experts. The company's core product, Traffic Control, gives operators a real alternative to traditional SMSCs, while also offering a migration path to IM and SIP-based messaging. Openmind Networks is the global-leading solutions-provider for inter-carrier messaging hubs.

Traffic Control

Traffic Control has been designed by Openmind Networks to provide intelligent inter- and intra-operator message routing for SMS, MMS and IMS services in a telecom network. Openmind Networks has developed a suite of product extensions that extend the underlying capabilities of Traffic Control to address key business areas including spam and privacy protection, personalised service support and adaptation to standard compliant application servers.

About Vodafone

Vodafone Egypt is a total communications provider, offering customers voice, data, and 3G broadband and fixed internet. Vodafone Egypt now boasts a team of more than 3500 employees serving more than 16.4 million customers (Sep. 2008) nationwide. Vodafone Egypt offers roaming services through agreements with more than 435 partners from more than 152 countries. More information about Vodafone Egypt can be found at www.vodafone.com.eg

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