



Press release



Telenity and digitalVanity Pen Personalized Multimedia Pact

Ratingen, Germany and Monroe, CT, USA November 16, 2004

digitalVanity Software (www.digital-vanity.com), a leader in advanced wireless messaging technology, and Telenity (www.telenity.com), a leading global provider of IP-based service delivery platforms that ensure the programmability of mobile and next generation networks, today announced the signing of a reseller agreement. Under this agreement, the companies will integrate Telenity's Canvas[®] MMSC (Multimedia Messaging Service Center) and digitalVanity's SMS2Video animated messaging system. Both systems are open, carrier grade systems that support multiple devices.

The real winners are the network operator and the user because Telenity and digitalVanity give them the only personal, multimodal MMS application that ensures crucial functions such as a content animation engine, test-driven video animation, reusable integration processes, says Dilip Singh, president at Telenity. This is a team that is ready for any digital content, whether 2D or 3D, across the smallest to the largest and most complex multiplatform, multimedia environments.

We are turning MMS from a neat application into a true personal entertainment and productivity tool, says Frank Otto, chairman at digitalVanity. In the MMS surrounding field we set yardsticks. At present no other solution has such power spectrum."

About Canvas[®] MMSC

The Canvas MMSC, Multimedia Messaging Service Center, is at the forefront of providing enhanced visual communication combining Multimedia Messaging and Multimodality, as well as, next generation Content Management and Delivery features on a single platform. It is built around an advanced distributed architecture that supports open interfaces. It ensures interoperability with third party networks and devices across GSM/GPRS and CDMA/1xRTT, and linear growth without compromising mission critical service and capacity. It supports mobile-to-mobile, mobile-to-email and email-to-mobile Multimedia Messaging. It offers multimedia message store, terminal capability negotiation and content adaptation. It supports standard interfaces with other messaging systems, such as email, SMSC, third party MMSC and Value Added Services platforms. Unique Technologies to accommodate Peer-to-Peer (P2P), as well as high performance Application-to-Peer (A2P) services include:

- Direct-MMS-push technology, which eliminates push proxy gateways
- Integrated WAP gateway functionality
- Integrated trans-coding engine for advanced content adaptation

About SMS2Video

SMS2Video converts text messages automatically into a fully synchronized video clip which is transmitted as E-Mail or as Video MMS. Subscribers create MMS messages quickly and easily simply by typing in a text message. SMS2Video is a fast, easy and most fun way to introduce subscribers to the fascinating world of MMS and video. SMS2Video needs no additional software, it needs no downloading of modules and it needs no configuration steps at all - simple SMS dispatch is releasing the process. SMS2Video therefore is world-wide the first application that allows to animate pictures directly through text input.

Subscribers can now bring pictures to life and benefit from the comfort they are expecting from true mobile applications.

SMS2Video offers full flexibility for its integration into existing and future MMS and video landscapes. The underlying animation technologies are combined with low bit-rate technologies so that mobile applications are supported in the best possible way.

About Telenity

Telenity, headquartered in CT, USA, is a leading global provider of a complete portfolio of open, integrated and interoperable platforms and applications for mobile and next generation telecommunications networks. Telenity's products include Canvas[®] content and service delivery platforms, multimedia messaging solutions (MMSC, UMS, SMSC), location enabling server, and a variety of revenue generating applications. Telenity is a recognized expert in value-added services differentiation by a worldwide customer base that includes wireless network operators, content providers, service application developers and global channel partners. Telenity's products and solutions currently serve over 50 million subscribers worldwide. Learn more about Telenity's Canvas family of solutions at www.telenity.com.

About digitalVanity

Based in Ratingen (Germany), digitalVanity Software is a privately funded provider of technologies, solutions, and applications for mobile devices. The emphasis lies in the range of the automated treatment of pictures. Mobile phones, Smartphones or PDAs will profit from completely new functions for mobile entertainment. The technology produces fully automatic synchronous and realistic video tie-clips for example from arbitrary text or language messages. For the users of mobile terminals digitalVanity delivers exciting, entertaining and informative functions and new service offers. Mobile multimedia communication becomes alive and creative.

digitalVanity Software OHG offers partnerships to network carriers, technology vendors, service providers, ASPs and media enterprises to enter into an attractive and promising business field - mobile imaging. The growing strategic partner list now includes telenity. digitalVanity Software OHG is located at Noldenkothen 13, 40882 Ratingen (Germany), and www.digital-vanity.com.

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