

PRESS RELEASE

uReach Helps Carriers Monetize Camera Phones, Social Networking, Personalization Applications

Subscribers Can Organize Photos, Publish to Any Site or Other “Channel”, Backup Phone Data Such as Address Book, Integrate Media with Other Carrier Offers

HOLMDEL, NJ and LAS VEGAS, NV (April 1, 2008)—uReach Technologies (www.ureachtech.com), a leading provider of converged communications solutions for wireless, wireline and broadband carriers, debuted its Personal Media Manager (PMM) application at CTIA WIRELESS 2008 in Las Vegas today. PMM allows carriers to monetize the increasing use of camera phones and social networking applications by providing a subscriber dashboard that allows users to save, manage, and publish the photos they take with their phones.

With the introduction of new, high quality camera phones – some up to five megapixels – the phone is becoming many consumers’ primary camera. uReach developed the PMM to allow its carrier customers to capitalize on this trend, while improving the subscriber experience by making it easy for consumers to utilize their mobile devices for the social applications they use the most.

Personal Media Manager allows carriers to offer their subscribers the following features:

Album functionality – subscribers can load photos from camera phones, or any other source to their own personal dashboard, and label, manage and organize them into albums that can be shared with anyone

Channel Publishing – subscribers can post photos to any channel – from social networking sites, to broadcast lists of friends, or even directly to digital photo frames, directly from the handset or via the web-based dashboard

Phone Sync & Repository – can back up contact/address information and any other data stored on the handset

Storefront Integration – ties user-generated content with ringtones, ringbacks, wallpapers and other downloads by allowing subscribers to assign these to specific contacts and integrate with personal media such as their own photos, sound clips, etc. generated on the handset

“Technology improvements have made all of us publishers to some extent,” said Saul Einbinder, Senior Vice President of Marketing and Business Development at uReach. “The increasing sophistication of camera phones is increasing the value of the handset for subscribers. With the Personal Media Manager, carriers can deliver an integrated communications experience to subscribers, allowing them to leverage their handsets’ capabilities for mobile publishing, social networking, messaging and calling applications, from a centralized dashboard. Ease of use, and new applications will only further enhance the experience.”

Designed for the Mobile Lifestyle

Consumers are accessing information, sharing content and communicating using a broad range of channels – including wireless and wireline voice, email and SMS text, MMS, social networks and blogs. Capitalizing on this trend, uReach’s PMM

allows consumers to communicate in various ways. The application can be used with existing handset capabilities, without the need for downloading the application to the device, or via an integrated web dashboard.

Subscribers who want to share photos or albums with people or post them to blogs or social networking sites can send them via RSS, emailed links, MMS messages, or by simple drag and drop functionality on the web. uReach also offers a widget for posting pictures to popular social networking sites such as Facebook, MySpace, or any other web site.

New Revenue Streams for Carriers

Personal Media Manager not only allows carriers to offer value-added services that improve the subscriber's media experience, it also provides a platform for cross-marketing and advertising revenue. Personal Media Manager's subscriber dashboard can integrate with the carrier's existing storefront, making it easy to apply ring and ring-back tones to groups and individuals. PMM also delivers high-value branding and targeted advertising that both subscriber and the friends and family that they invite will view.

Built to Last

uReach's suite of converged calling, messaging and mobile lifestyle solutions are all built on the company's Converged Services Framework™ (CSF). The platform delivers converged calling and messaging solutions to some of the largest fixed line, mobile and broadband service providers in the world.

Working with its customers, uReach has harnessed the power of converging networks to deliver subscriber applications that make communicating easier – no matter where the customer is or what channel they want to use. The CSF makes it easy to add new services and continue to develop new features for existing services, on a single, unified platform that reduces costs and complexity for carriers.

About uReach

uReach Technologies, Inc. is the leading provider of lifestyle messaging solutions for the service provider market. The uReach Converged Services Framework (CSF) offers a standards based and IMS-compliant approach for uniformly deploying value-added voice and data services across wireless, wireline and IP properties quickly, economically and in-scale. Running exclusively on open systems, uReach's mobile media and web, visual voicemail, unified messaging and one-number solutions are currently improving the way millions of consumer and small business subscribers around the world communicate every day. uReach is a privately-held company headquartered in Holmdel, NJ. For more information, visit www.uReachTech.com or see the company at **CTIA at Booth Number 3803**.

Media Contact:

Liora Bram
uReach Technologies
+1 877.849.4512
liora@ureachtech.com



uReach Technologies
2137 Hwy 35
Holmdel, NJ 07733
USA

+1.732.335.5400
www.ureachtech.com