



Tele2 Russia highly Successful with ECT Ring Back

TELE2 Russia provides their ring back tone service, TELE2 Gudok, to millions of subscribers via one of the largest solutions worldwide with nodes throughout Russia

Munich – ECT (European Computer Telecoms), leading provider for value-added services in the voice and multimedia domain, is the motor behind the highly successful ring back tone service of Tele2 Russia, a subdivision of the leading European alternative telecom operator Tele2.

This project is the first major implementation of ECT Ring Back in Russia and allows Tele2 to offer ring back tones in Saint Petersburg, Nizhnij Novgorod, Omsk and many other regions. All together, ECT has installed nodes in an area larger than the entire USA. Tele2 Russia already serves several million subscribers with what may soon be the largest ring back tone service worldwide.

TELE2 Gudok is very easy to use. A subscriber can choose a melody from the voice menu by calling at **0550** or on the website www.gudok.tele2.ru. In addition, he/she can send the USSD command ***115*1#** and the service will be activated automatically with the “Melody of the Day”.

The catalogue lists ten-thousand pieces of content and is continuously being expanded. In addition to paid content, there is a wide range of melodies and jokes free of charge and without any restrictions.

Moreover, the ECT Ring Back solution at Tele2 Russia is the first in Europe that enables subscribers to upload their own ring back tones and make them accessible to everyone. With the help of a free option “Custom Ring Back Tone” Tele2 subscribers create their personal ring back tones using their own sound files. Another option allows setting individual melodies for

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particular subscribers or subscriber groups, as well as forming a playlist, that is playing several tunes in random order. All settings can be managed via the “personal account” page which is created individually for each subscriber in the voice menu at **0550** or on the website www.gudok.tele2.ru.

ECT Ring Back hosts the entire content over one central database with support of regional nodes playing the ring back tones locally according to the settings in the individual subscriber’s time zone. A third party hosts Web and WAP interfaces using ECT’s application programming interface. ECT provided customized SMS as well as IVR and USSD interfaces.

The service is available for a subscription fee. The cost of paid melodies depends on the category and is 12, 20, 29, or 49 rubbles. A melody or joke is paid by the subscriber only once – immediately upon ordering. All other options in the RBT service are free of charge.

“Relying on the rich Russian and international experience in providing such service, we did our best to make the RBT service as convenient and attractive for our subscribers as possible,” says **Roman Volodin, TELE2 Russia Product Director**. “Easy activation, a large catalogue of free content, special options such as “Custom Ring Tone”, one-time payment for a melody – we believe that thanks to all this the RBT service will be enjoyed by our subscribers.”

“What we did with Tele2 Russia is pretty unique,” explains Marshall E. Kavesh, ECT’s Chief Executive Officer. “I am extremely proud that Tele2 Russia chose ECT and we together implemented this highly successful ring back tone solution over such a vast continent, all in less than nine months.”

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About ECT Ring Back :

ECT Ring Back is one of the worldwide leading solutions for ring back services. It is used by leading network operators throughout Europe, North America, the Middle East, Africa and Asia.

Ring back services are value-added services based on replacing the traditional ring back tone with audio or multimedia content. ECT (European Computer Telecoms) makes ring back services highly profitable business for carriers by implementing the required technology quickly, reliably and cost-effectively and enabling the features that drive subscription and content sales.

The ECT Ring Back allows carriers to realize ring back tone, multimedia ring back and advertising ring back services on one platform. It can be integrated simultaneously in legacy as well as next-generation mobile and fixed networks. ECT offers complete customized network and user interfaces as well as open application programming interfaces for third-party developments.

With the ECT Ring Back features, carriers concentrate on the content their market demands, choose the sales channels according to their requirements, execute targeted marketing campaigns, ensure the right user experience and make their service viral.

ECT is also specialized in replacing defunct ring back solutions and migrating customer data and content.

For more information, please visit <http://www.ect-ringback.com>

About ECT (European Computer Telecoms):

As a leading provider of technology for voice and multimedia value-added services, ECT enables telecoms providers to maintain cost leadership while offering products that optimally fulfil market demands.

Based on its open ECTXML® programming language, an extension of the industry standards VoiceXML and CCXML, ECT provides complete solutions for Network-Based Contact Centers, Ring Back Tone Service, Virtual PBX / IP Centrex, Televoting, Multimedia Advertising, Interactive Multimedia Response, etc. The company is also specialized in migrating services from legacy platforms to next-generation solutions.

Major carriers and providers worldwide offer profitable telecoms products based on ECT technology, including at&t, BT, Belgacom, Deutsche Telekom, DTMS, Etisalat, mcell, MTN, Muzicall, OnePhone, Orange, Rogers, Saudi Telecom Company, Swisscom, TDC, Teliasonera, Telenor, Tele2, Versatel, Virgin Media, Vodafone and Zain.

Founded in 1998, ECT is an unlisted German public company with its headquarters in Munich, Germany and wholly owned sales and service subsidiaries in England, France, Germany, The Netherlands, and the USA.

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