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Tele2 Offers Highly Successful Ring Back Services in Baltic Countries and Croatia with ECT Ring Back Solution

ECT solution enables cost-effective ring back service deployment for Tele2 with the service for four countries on one platform, reducing CAPEX and OPEX

Munich, March 16th 2011: ECT (European Computer Telecoms AG), leading vendor of value-added services for the voice and multimedia domain, has installed their ring back tone solution, ECT Ring Back, for Tele2 Baltics and Croatia, subdivisions of the leading European alternative telecom operator, Tele2. With the newly installed platform, Tele2 can serve ring back tone subscribers in Latvia, Estonia, Lithuania and Croatia simultaneously. The platform supports regionalized content, multiple languages and time zones plus billing in multiple currencies.

"Tele2 has once again opted for the ECT Ring Back solution", comments Victor del Razo, Product Manager Ring Back Applications at ECT. "With the multi-country, multi-language and multi-currency solution, they have a cost-efficient product that allows them to serve four different countries from one single platform. This reduces their CAPEX investment and ongoing costs by over 75 %."

Tele2's customers can sign up for the service over a web or WAP portal and from there select and assign tones: wap.saucejzvans.lv, wap.gudok.lv, www. saucejzvans.lv or www.gudok.lv. The Estonian web portal can be found under http://ee.minutoon.tele2.com/. Croatian subscribers use http://mojamelodija.tele2.hr for the web portal and wap.mojamelodija.tele2.hr for the WAP portal. Additionally, subscribers can use IVR or SMS interfaces to subscribe or to administer and purchase content.

Tele2 cooperates with a third party content provider who not only supplies the individual ring back tones, but is responsible for web portal management and the storefront using ECT's Application Programming Interface.

In the various countries, ring back tones are brought to customers under different names. In Latvia the service is called *Saucejzvans*, in Estonia - *Minu Tooni* (My Tones), in Lithuania - Pyptonai and Moja melodija in Croatia. Apart from purchasing content, subscribers are able to upload and share their own personal ring back tones.

ECT installed the ring back tone hardware in three different countries: the web servers and database are located in Sweden whilst the communications servers are in Latvia and Croatia.

The ECT solution allows Tele2 to host approximately half a million subscribers in the Baltic countries and Croatia. ECT had previously installed a ring back solution for Tele2 in Russia, making Tele2 the market leader for ring back tones in Eastern Europe today.

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 AG) 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.

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

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