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ECT to Provide Future-Proof Ring Back Solution and MRF to Major European Carrier

ECT replaces legacy platform and installs a ring back system that supports IMS functionalities such as Multimedia Ring Back

Munich, April 20, 2011: ECT (European Computer Telecoms AG), vendor of complete solutions for value-added services in the voice and multimedia domain, has won another major contract in Western Europe for their ring back tone solution, ECT Ring Back. ECT has been selected by a European carrier to implement this worldwide leading solution for value-added services such as ring back tones, Corporate Ring Back or Multimedia Ring Back.

The solution allows simultaneous deployment in the carrier's fixed and mobile networks over just one platform. ECT provides a complete solution including MRF (Media Resource Function) and connects to an Alcatel-Lucent IMS core. This replaces an end-of-life legacy platform. The local ECT Sales and Service Subsidiary will be providing 365/24/7 maintenance service.

"With this truly convergent solution our customer can offer the service cost-effectively over one platform to their fixed and mobile subscribers and provide a unique user experience with state-of-the-art interfaces to administer the service," explains Victor del Razo, Product Manager Ring Back Applications at ECT. "Our feature-rich solution allows them to target corporate clients and to offer multimedia ring back."

To set up storefronts for selling ring back content the carrier uses ECT's Application Programming Interface (API). This API gives them the opportunity to set up multiple storefronts with multiple content providers.

European Computer Telecoms AG

Westendstr. 160
D-80339 Munich
Germany
www.ect-telecoms.com

Barbara Hudson
Manager Marketing Communications
Tel.: +49 (0)89 55 29 47-620
Barbara.Hudson@ect-telecoms.de

Sebastian Weinstock
Manager Marketing Communications
Tel.: +49 (0)89 55 29 47-836
Sebastian.Weinstock@ect-telecoms.de

ECT provides complete solutions for ring back tone and Multimedia Ring Back in direct sales as well as with the leading telecom equipment vendor, Ericsson AB. ECT and Ericsson have jointly implemented ECT Ring Back in many parts of the world, including Africa, the Middle East and North America. In addition to their joint sales activities, ECT and Ericsson partner in product development for IMS-based services.

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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Barbara Hudson
Manager Marketing Communications
Tel.: +49 (0)89 55 29 47-620
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Tel.: +49 (0)89 55 29 47-836
Sebastian.Weinstock@ect-telecoms.de