



## **Openmind Networks Awarded CITIC1616 SMS & MMS Hubbing Contracts.**

**CITIC 1616 to Offer Enhanced SMS & MMS Interworking Services Powered by Traffic Control, Openmind Networks' multi-protocol message router.**

*Dublin, Ireland, May 29, 2007* – Alex Duncan, CEO of Openmind Networks, announced that CITIC1616 Holdings Ltd have awarded Openmind Networks the contract to provide enhanced SMS & MMS hubbing services.

The CITIC 1616 SMS & MMS Interworking Gateway (SMS/MMS-IG) Service provides SMS and MMS routing, interoperability, translations and management across technologies for ubiquitous messaging services among wireless operators. CITIC1616 is an international telecoms carrier providing voice and messaging exchange to mobile operators across Asia.

"Openmind Networks is delighted to partner with CITIC1616 to provide their mobile operator customers with enhanced SMS & MMS interoperability services. Our Traffic Control message router allows CITIC1616 to meet the existing SMS and MMS business requirements and also is highly expandable for future business requirements," said Alex Duncan, CEO, Openmind Networks.

"CITIC 1616 and Openmind Networks have been working closely together on the SMS & MMS hubbing projects." said Jimmy Wong, Director of Engineering, CITIC 1616. "CITIC 1616 have chosen Traffic Control, Openmind Networks' multi-protocol message router to strengthen our service offering and provide scalability as our business grows with the CITIC1616 global mobile operator base."

Traffic Control has been designed by Openmind Networks to provide intelligent inter- and intra-operator message routing for SMS, MMS and IMS services in a telecom network.

Openmind Networks has developed a suite of product extensions that extend the underlying capabilities of Traffic Control to address key business areas including spam and privacy protection, personalised service support and adaptation to standard compliant application servers.

**ENDS**

#### **About Openmind Networks**

Openmind Networks provides mobile operators with messaging products, solutions and consulting services. It has one of the most highly knowledgeable teams in the messaging industry and has extensive experience of deploying systems throughout the world in all mobile technologies. Customers in four continents use Openmind Networks products to provide services to hundreds of millions of mobile subscribers.

#### **About CITIC 1616 Limited**

CITIC 1616 Holdings Limited (“CITIC 1616”) was established in 1999 and is now public listed on the Main Board of Hong Kong Stock Exchange with stock code 1883.

CITIC 1616 is one of the leading telecommunications hubs to provide telecom services in the Asia Pacific including Voice Service, Mobile SMS and other value added Services (Signaling Transit, Prepaid roaming and VAS applications), Data Service and Telecom solutions to telecom carriers, mobile operators and ISP.

With carrier-grade platforms, intelligent network management, high-quality customer services and advanced technology, CITIC 1616 is committed to best-in-class levels of communication services for telecom carriers and mobile operators around the globe.

CITIC 1616 has already established our worldwide connectivity with around 240 operators in approximately 50 countries and regions globally carrying voice, mobile signaling, SMS, data and IP traffics with absolute reliability and service quality on our network.

#### **Openmind Networks Contact:**

**Michael O’Brien**

VP Marketing

t: +353 87 244 10 44

e: [michael.obrien@openmindnetworks.com](mailto:michael.obrien@openmindnetworks.com)