

Visitors at 3GSM World Congress 2005 in Cannes, France (February 14 to 17) will have the opportunity to learn more about these new solutions and our great field experience at the FERMA booth E71 (Hall 2) in the Palais des Festivals.

## **FERMA highlights expanded portfolio at 3GSM WorldCongress 2005**

**Paris, February 14, 2005** - FERMA announced today that it will strengthen its portfolio and launch new solutions at the coming edition of the 3GSM World Congress.

**Mailis Video Mail:** Improve your call completion thanks to Mailis video mail. This new service works on the same principle than voice mail: all video calls forwarded to Mailis are answered by the subscriber's video greeting. The caller can then record his video message. The callee will be notified of this new incoming message via SMS or a Message Wait indication. MMS or email notifications have video file attachment or simply an html link to the message.

**E-Recharge and Mobile POS Management (\*):** FERMA Mobile POS is a cost killer and sales booster solution. It enables the operator to remove paper vouchers and save up to 20% of the cost (logistic, stock, theft...) of traditional distribution channels. FERMA Mobile POS release 1.2 solution enables the Telecom Operator to build and manage efficiently his electronic voucher distribution network (wholesaler, retailer, street seller...) enabling real time transactions and encompassing thousands of retailers or street sellers. FERMA Mobile POS represents also an entry-level application to enter the mobile payments market.

*(\*) Ferma is the Recharge Solution worldwide leader with very powerful solution deployed in more than 40 countries.*

**PreP@y NGN Push-To-Talk over Cellular** is a two-way, on-demand voice and data communication service, which is gaining in popularity due to its resource and cost efficiency. FERMA PreP@y platform enables the Mobile operators to launch today the PoC service and bill for it in real-time for both prepaid and post-paid users. Based on a unique real-time rating kernel, the FERMA PreP@y product suite offers support for all voice, data and content services.

**SMS Anti-spam & Fraud:** SMS spamming is killing SMS business the increased use of mobile marketing has brought with it concerns that mobile users could be subjected to the blitz of unwelcome messages. To address the issue of Mobile Spam, FERMA today announces the full availability of SAS V1.1.