

Press information

Acision and one2many to deploy Cell Broadcast at KPN for The Netherlands NL-Alert Programme

Acision and one2many to provide messaging technology for location-specific warnings and information alerts to the Dutch public

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Reading, UK

Acision, a world leader in mobile data, together with its Innovation Network partner, one2many, has today announced that it has delivered Cell Broadcast to KPN, the incumbent provider of telecoms services in the Netherlands. Working with Acision, KPN selected one2many's Cell Broadcast solution as a core part of the service which will underpin the Dutch Government's high profile NL-Alert programme. Using one2many's innovative geographically redundant Cell Broadcast solution, KPN will be able to deliver location-specific emergency alerts to all mobile phone subscribers on behalf of the Dutch Government, providing the public with information and warnings for disasters, missing person's notices and other situations of national or regional interest.

As part of the NL-Alert programme, operators in the Netherlands were contracted to install Cell Broadcast technology that could be integrated with the Government's NL-Alert infrastructure. Under the programme, all of Holland's emergency and relief organisations will be able to send emergency alerts warning to all mobile phone users in specific locations of potential threats or public safety guidance.

A spokesperson at KPN, commented: "For such a large-scale national deployment we wanted to work with partners that knew the messaging and Cell Broadcast space intimately and could help us implement a best-in-class solution. Acision's renowned experience in mobile messaging, working with one2many's reliable Cell Broadcast solution was a unique proposition for us. Not only is one2many's solution the most developed system on the market – as it has been available for over 15 years – but both Acision and one2many are both highly professional organisations that delivered full dual site integration within just six months."

John Tacken, managing director at Conict Consultants and project manager at the Government for the implementation of NL-Alert, commented: "The Dutch Government is leading Europe in its implementation of the NL-Alert system. Cell Broadcast is a vast improvement on the current siren-based system, which could only alert people to the fact something was happening rather than providing advice on how to react. Cell Broadcast has proved to be the ideal solution for NL-Alert. It is timely and can instantly send many millions of messages to mobile phone users, based on exactly where they are at any given moment and without the congestion problems experience through other mobile channels. NL-Alert looks set to go live by the end of 2011 and we anticipate that it will be a highly successful programme."

Jorgen Nilsson, CEO at Acision, said: "To support one2many in deploying Cell Broadcast, and be part of such a critical project to provide a leading public alerting system in The Netherlands, is great recognition for all the parties involved. By making use of Cell Broadcast messaging the Dutch government can now communicate one single message to many mobile users' handsets, reaching the entire country if necessary and ensuring individuals have essential information at

hand when needed. This again highlights the power that messaging has to communicate to the masses.”

Maarten Mes, managing director of one2many commented: “We are extremely proud to have worked with Acision and KPN on this important project. The award of this contract reflects the fact that one2many has the most mature Cell Broadcast proposition on the market and can work with operators to effectively and efficiently incorporate the solution into their networks and third party infrastructure. The Netherlands now has in place the right infrastructure to ensure public safety by providing accurate and timely information, a situation we believe would be of great benefit to other countries around the world.”

Cell Broadcast offers a non-intrusive, real-time service of distributing text messages and binary content to mobile handsets, specific to their current location. Cell Broadcast is capable of broadcasting one single message to reach all mobile handsets in an area as small as one radio cell and as big as an entire country. Sending a message to millions of handsets takes a matter of seconds. This is particularly important for emergency alert services and other time sensitive services, such as dynamic discount and sports goal alerts.

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NOTES TO EDITORS

About Acision

As a world leader in mobile data, Acision aims to power innovation and profitable growth in mobile data services. As the pioneer of mobile messaging, Acision’s real time mobile data solutions support its customers worldwide to drive new revenues with innovative services while controlling, optimising and monetising data traffic. For more information, visit Acision at www.acision.com

About one2many

one2many established in 2007 to drive the revival of cell broadcast, is a management buyout of Acision’s (formerly LogicaCMG Telecom Products) cell broadcast product unit, building on over a decade of experience in Cell Broadcast. With the spin-off one2many instantly became the world’s market leader in cell broadcast with experience in excess of 80 installations, at 50 customers in more than 30 countries on all continents

one2many has close relationships with all network infrastructure companies, major SIM vendors, leading handset manufacturers and industry standards organisations, and has a unique combination of both theoretical background and practical field experience in CB public warning and Dynamic Discount. This has resulted in the most mature cell broadcast product in the market with its initial release development starting in 1996, and today has the most extensive BSC, RNC, MSC and GAN driver library in the market.

one2many has its headquarters in The Netherlands, Europe. Employees of one2many are currently based in offices in the Netherlands, Dubai UAE, Serbia, Canada and Malaysia. one2many is an active member of standardisation committees such as ETSI, ATIS, 3GPP, TIA, EMTel, EENA and the Cell Broadcast Forum. For more information visit www.one2many.eu

Press contacts

Morgan Evans

Hotwire

Tel: +44 (0) 207 608 2500

Email: morgan.evans@hotwirepr.com