

# **ONE2MANY WINS PRESITIGIOUS 2011 RED HERRING TOP 100 EUROPE AWARD**

27 May 2011

Deventer, The Netherlands – one2many, the world’s leading Cell Broadcast company, has today announced that it has won a 2011 Red Herring's Top 100 Europe Award. The Top 100 Europe, chosen by the editors of Red Herring, awards the leading private companies from Europe, celebrating technological innovation across their respective industries. one2many has been selected based on criteria including financial performance, technology innovation, quality of management and execution of strategy. Red Herring editors were among the first to recognise that companies such as Facebook, Twitter, Google, Yahoo, Skype, Salesforce.com, YouTube, and eBay would change the way we live and work.

Maarten Mes, Managing Director of one2many, commented: “This award represents industry-wide recognition that our Cell Broadcast technology delivers a truly best-in-class approach to dealing with issues such as public warning, while also providing revenue-generating opportunities for mobile operators based on location-aware services. We are confident that Cell Broadcast will continue to play a key role in public safety, allowing governments to communicate emergency alerts to larger populations on a location-aware basis, also known as EU-Alert, ETWS and PLAN, the Personal Localized Alert Network as recently announced by the Major of New York, FCC and FEMA for nationwide rollout.”

one2many provides Cell Broadcast technology to telecoms operators across the world. Cell Broadcast technology delivers a non-intrusive, real-time service for the distribution of text-based messages 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, making the service ideal for applications such as public warning, location-based services and mobile social media.

“Choosing the companies with the strongest potential was by no means a small feat,” said Alex Vieux, publisher and CEO of Red Herring. “After rigorous contemplation and discussion, we narrowed our list down from hundreds of candidates from across Europe to the Top 100 Winners. We believe one2many embodies the vision, drive and innovation that define a

successful entrepreneurial venture. one2many should be proud of its accomplishment, as the competition was very strong.”

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### **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](http://www.one2many.eu)

### **About Cell Broadcast**

Cell broadcast (CB) offers a non-intrusive, real-time service of distributing text messages and binary content to mobile handsets, specific to their current location. CB 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, like dynamic discount and sports goal alerts.