

OnMobile crosses 5 million wireless user mark in India with innovative multimodal Value Added Services

Bangalore, India (February 20, 2004) – Leading Indian mobile operators including Orange-Hutchinson, Bharti (a Singtel affiliate), Idea Cellular (an AT&T affiliate) and others are tapping into a new source for Value Added Services (VAS) revenues using OnMobile's Multimodal solution. Multimodal technology integrates SMS, MMS, WAP and Speech recognition to make consumer VAS applications easy-to-use, leading to fast adoption, high market penetration and high-margin operator revenues.

“Our sole mission has always been to create and deliver significant economic value to our operator customers, helping them overcome declining airtime revenues and market pressures. Today, the OnMobile solution is the 2nd highest Value Added Services revenue generator after P2P SMS for our operator customers. Our services can be used by 100% of the subscriber base from Day 1 with no handset or network dependencies, resulting in investment paybacks of 3 to 6 months. And we make it easy for operators by managing and operating the service for them on a turnkey basis.” Arvind Rao, CEO of OnMobile Systems said.

CheckMate and Celebrity Channel are some of the newest additions to OnMobile's rich suite of multimodal applications. Other popular applications include Interactive Sports, MusiCards, Karaoke, Ringtones, Logos, Jokes, Contests and many more.

Mouli Raman, CTO of OnMobile Systems says “Making applications easy to use is our primary focus which drives service adoption, usage and revenues. This is demonstrated by over 40% market penetration in less than a year and over 60% repeat usage witnessed in our current customer deployments. We've helped operators exploit their 2G & 2.5G investments and create new value from their existing assets with minimal new investment.”

OnMobile field-deployed systems currently service over 5 million users, growing at 25-30% per quarter, and handle over 125,000 premium revenue VAS calls each day.

For more information, please visit www.onmobile.com

About OnMobile Systems: OnMobile Systems, Inc. provides true mobility by delivering a multimodal platform and applications to Telecom Operators, enterprises, mobile virtual network operators (MVNOs) and Application Service Providers (ASPs) worldwide. OnMobile was spun out of Infosys Technologies (NASDAQ: INFY) to build cutting-edge software solutions for the telecom industry, and has offices in Silicon Valley, USA and Bangalore, India.