



**Bercut**, an international supplier of IT products for value-added services infrastructure, is delighted to introduce **i-Cell**, an innovative product aimed at the development, delivery and promotion of interactive services.

i-Cell is a cell broadcast centre that allows a subscriber to obtain supplementary information or download premium content by sending an interactive request at a touch of a single handset button. Interactive mode is ensured by the interoperable JAVA-applet, the smallest applet in the world, developed in accordance with Bercut specifications.

i-Cell for today is a unique mobile media. It enables the telecom operator to flexibly tune the broadcast area and broadcast time as preferred, with accuracy in the BTS. Using different types of broadcast area configuration, the service provider increases subscriber responsiveness by 1.5 times.

Bercut i-Cell ensures increase in the VAS share in each subscriber's ARPU and boost of the profitability of the existing services, by providing your subscribers with the **Right Content at the Right Time and the Right Place**.

**Bercut** ([www.bercut.com](http://www.bercut.com)) is an international supplier of IT products for value-added services infrastructure of mobile and PSTN Operators.

- ✓ 124 sites in 15 countries
- ✓ 770 installations
- ✓ Headquarters – Saint Petersburg, Russia
- ✓ Regional sales and support office – Johannesburg, South Africa
- ✓ 400 top-class specialists

Among Bercut customers are the world's top ten mobile Operators with the largest subscriber bases:

- ✓ Mobile TeleSystems OJSC (NYSE: "MBT")
- ✓ VimpelCom OJSC (NYSE: "VIP")
- ✓ Tele2 AB (NYSE: "TLTOA", "TLTOB")
- ✓ Svyazinvest OJSC (RTS: "URSI", "URSIP")

Bercut is an Associate Member of the GSM Association, an official member of the Open Mobile Alliance, a member of the Russian GSM, CDMA and TDMA/AMPS mobile communication associations and the Infocommunication Union.

The i-Cell JAVA-applet was developed by Giesecke & Devrient Technology Ltd., one of Bercut technology partners.

**IT2TI – information technologies to telecommunication infrastructure**