

## Press Release

Espoo, Finland / Bangalore, India – May 16, 2007

### **Nokia Siemens Networks expands its multimedia services for telecom operators with OnMobile's ring back tone solution**

**Nokia Siemens Networks announced a global cooperation agreement with India's OnMobile. The partnership covers the integration and marketing of OnMobile's market leading ring back tone solution into its music to you (M2Y) download platform.**

Downloadable ring back tones (RBTs) are becoming increasingly popular. Instead of hearing the traditional dial tone, RBTs allow callers to listen to a song previously chosen by the owner of the mobile device whose number was dialed.

Nokia Siemens Networks adds OnMobile's ring back tone solution to their music portfolio offerings and M2Y download platform. With M2Y telecom operators may offer multimedia content to their end-customers such as music and video downloads. M2Y is a managed hosting service, i.e. Nokia Siemens Networks not only provides the technology but also fully operates it.

Patrik Sallner, Head of the hosting business at Nokia Siemens Networks comments: "Internet providers and mobile operators in Europe, India and Australia currently use our M2Y service, allowing them to focus fully on their end customers and not have to struggle with complex technical questions relating to the topic of downloading."

Mr. Arvind Rao, CEO and Co-founder of OnMobile, remarks: "OnMobile's expansion from its home Indian market across the region into countries such as Australia, Singapore, Indonesia, Sri Lanka and Pakistan has met with great success – our telecom operator clients are enjoying 8-9% uplifts in their average revenue per user and 10-23% market adoption rates with our RBT managed services. Now, with Nokia Siemens Networks as our partner we are looking to replicate these successes on a global scale and to develop a long term partnership based on our proven capability to deliver an innovative and feature rich product range to international market places."

One of the key challenges mobile operators are facing on a global scale is to create and successfully market mobile applications to counter-balance the trend in declining average revenues per user from voice and messaging. Nokia Siemens Networks responds to these customer needs by assembling a services portfolio that addresses the key challenges for operators looking for growth opportunities in the years to come.

#### **About Nokia Siemens Networks**

Nokia Siemens Networks is a leading global enabler of communications services. The company provides a complete, well-balanced product portfolio of mobile and fixed network infrastructure solutions and addresses the growing demand for services with 20,000 service professionals worldwide. The combined pro-forma net sales of €17.1 billion Euro in fiscal year 2006 make Nokia Siemens Networks one of the largest telecommunications

infrastructure companies. Nokia Siemens Networks has operations in some 150 countries and is headquartered in Espoo, Finland. It combines Nokia's Networks Business Group and the carrier related businesses of Siemens Communications.

[www.nokiasiemensnetworks.com](http://www.nokiasiemensnetworks.com)

### **About OnMobile**

OnMobile, a pioneering telecom value added services leader is a spin-off of the Bangalore based Infosys Technologies (NASDAQ: INFY) and was incorporated in 2000. OnMobile offers end-to-end, turnkey solutions including platforms, applications, content and professional services to deploy and operate high-margin, high revenue telecom value added services for telecom operators, media houses, corporate, merchants and content providers. Headquartered in Bangalore, India, OnMobile has offices in Mumbai, Delhi, Singapore, Jakarta and Sydney. OnMobile has a team strength of over 600.

[www.onmobile.com](http://www.onmobile.com)

### **Media Enquiries**

#### **Nokia Siemens Networks**

Christina Dinné

Communications

Services Business Unit

Phone: +49 89 722 53005

Email: [christina.dinne@nsn.com](mailto:christina.dinne@nsn.com)

#### **OnMobile**

Rinki Saha

Adfactors PR Pvt Ltd.

Cell: +91-9820135827

[Rinki.saha@adfactors.com](mailto:Rinki.saha@adfactors.com)

or [pr@onmobile.com](mailto:pr@onmobile.com)