

Claro Deploys Comverse InSight and MMSC to Enhance Messaging Capabilities

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Press release from: [Comverse](#)

New Delhi 2nd April -- Comverse, the world's leading supplier of software and systems enabling network-based multimedia enhanced communication and billing services, today announced that Claro, a leading mobile provider in Brazil and a wholly-owned subsidiary of America Movil (BMV: AMX; NYSE: AMX; NASDAQ: AMOV; LATIBEX: XAMXL), the largest mobile company in Latin America, has deployed Comverse InSight Open Services Environment and Multimedia Messaging Center (MMSC). The solutions handle fast-growing messaging traffic and support rapid deployment of new services from Comverse and third parties to meet evolving person-to-person, application-to-person and content requirements of Claro's more than 28 million subscribers.

Marco Quatorze, Director of VAS and Roaming at Claro said, "Powerful, versatile and forward-looking solutions like Comverse InSight and MMSC position us to implement our strategy to expand our service offering to meet the preferences and needs of our rapidly expanding customer base. Our goal is to increase customer satisfaction and be well positioned to take advantage of current and future market opportunities."

Comverse InSight's open modular environment facilitates speedy and cost-effective launch and delivery of a wide assortment of new messaging and content services. The high-performance Comverse MMSC is designed to optimize user and operator experience for the ever-increasing variety and popularity of multimedia content in personal and application-related traffic.

"The market-leading Comverse InSight and MMSC have been deployed in Brazil and around the world due to their proven tier-1 robustness and efficient capability to handle and promote a broad range of feature-rich services and new revenue channels," said Ramesh Barasia, President of Comverse Americas. "Comverse solutions can help drive usage and provide consumer-oriented operators like Claro with a clear competitive advantage, enhancing and personalizing the user experience, and maximizing the revenue potential."

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About Claro

Claro, considered one of the leading companies in Brazil, covers 21 Brazilian states and the Federal District. Its services are available in more than 2.300 cities and it has a rapidly growing subscriber base of more than 28 million customers. Claro is known for its innovative services, with GSM technology for infrastructure and digital coverage.

The company provides roaming for more than 130 countries and has the biggest cellular phones portfolio of the market, with models for all profiles, including phones with digital cameras, MMS, MP3, Internet, GPRS, EDGE, Bluetooth and Quad band. Claro is controlled by the América Móvil group, the biggest in cellular telephony in Latin America, with 110 million subscribers of wireless and fixed lines in: Argentina, Brazil, Chile, Colombia, El Salvador, Equator, United States, Guatemala, Honduras, Mexico, Nicaragua, Paraguay, Peru and Uruguay.

About Comverse

Comverse is the world's leading provider of software and systems enabling network-based messaging and content value-added services, prepaid, postpaid and converged billing and IP communications. Comverse solutions generate revenues, strengthen customer loyalty and improve operational efficiency for over 500 communication service providers in more than

130 countries. The company's Total CommunicationSM

portfolio facilitates personalized lifestyles in an evolving connected world and is based on the InSight™ Open Services Environment. Comverse's solutions support flexible deployment models, including in-network, hosted and managed services, and can run on circuit-switched, VoIP, IMS and converged network environments. Comverse is a subsidiary of Comverse Technology, Inc. (CMVT.PK). For more information, visit www.comverse.com.

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