

MACH acquires Roaming Service Bureau (RSB) from WorldCell - Seamless inter-standard roaming is now possible

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Press release from: [MACH](#)

Luxembourg, 20th November 2008 – MACH today announced that it has acquired the Roaming Service Bureau (RSB) business from WorldCell, a North American provider of global wireless solutions to Mobile Operators and Enterprise customers. This acquisition enables MACH to offer seamless voice and data roaming services to clients ranging from CDMA and emergent GSM/UMTS operators to providers of WiMAX.

RSB is a perfect addition to MACH's visionary portfolio of solutions that support today's inter-standard and interoperability needs, as well as future IP-based NGN networks. While inter-standard roaming has been around for some time, it has never been a seamless experience for the subscriber or the operator.

RSB's patent pending software brokers Mobile IP to Simple IP technology. Achieving an industry first, it remains the only turnkey solution that enables a virtual home environment for subscribers that roam between divergent technologies. This feature allows a Mobile Operator's branded data services to be extended to any network with one connection to RSB. For Operators and their subscribers, this technology allows features and applications to work intuitively – thus the subscriber's virtual home extends outside the home coverage area, legacy technology and to new geographies. Subscribers can now globally access data services such as; location based services or navigation.

RSB's revolutionary end-to-end turnkey solution enables voice and packet data roaming between various standards without any additional connectivity to include CDMA, GSM, UMTS, WLAN and Next Generation Networks such as WiMAX and LTE.

In addition to the IP technology, RSB brings hundreds of thousands of subscribers, driven by the growth and popularity of smartphones such as RIM's Blackberry devices. These subscribers represent some of the highest ARPU customers in the industry, as they value the ability to roam around the world with reliable access to voice and data services anywhere, anytime – there is no need to change from GSM to CDMA, WiMAX, etc. - coverage is automatic.

Martin Lippert, CEO of MACH explained, "MACH is dedicated to meeting the evolving needs of wireless operators, and the challenges associated with crossing networks. From facilitation of service agreements to revenue assurance, MACH is relied upon to extend the borders for services every day. The acquisition of RSB is further confirmation that the industry can depend upon MACH to enable voice and data services in ways that drive value to an operator's most valuable customers."

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About MACH

MACH is the provider of effective and reliable business processes to optimise roaming profitability.

MACH helps telecommunications companies, enterprises and new licensees on five continents throughout the world to secure and develop existing and new revenue streams. We specialise in outsourced roaming solutions: from Open Connectivity via our state-of-the-art roaming hub and SMS hub, through to roaming fraud protection and Near Real Time Roaming Data Exchange (NRTRDE), clearing, billing, interconnect, WLAN and CIBER.

MACH is proud to be a member of the industry's leading regulatory organisations such as the GSMA, WiMAX Forum, Wireless Broadband Alliance (WBA), Rural Cellular Association (RCA), CDMA Development Group (CDG) and CTIA, and works tirelessly to support and collaborate on the latest roaming initiatives and innovations. With approximately 700

employees and offices in 11 countries worldwide, we combine global expertise with local knowledge in each of our markets. For further information please visit www.mach.com

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