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wireless
application
infrastructure

Media Release

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For immediate release

SOPRANO Design Joins the Acision Innovation Network to deliver Enterprise Messaging for Mobile Operators

SYDNEY, Australia – May 28, 2009 – SOPRANO Design, the leading provider of mobile messaging and wireless application infrastructure, today announces that it has joined the Acision Innovation Network to deliver Enterprise Messaging to Mobile Network Operators globally.

SOPRANO provides a unique proposition to Mobile Network Operators (MNOs) with the SOPRANO Mobile Enterprise Messaging Suite (MEMS). SOPRANO MEMS enables MNOs to create new revenue streams with value-added SMS, MMS and Email messaging applications. Enterprise and Government customers benefit through the automation and streamlining of common business and communication interactions with customers, suppliers and staff. SOPRANO MEMS has been recognised throughout 2008 as the leading enterprise messaging solution.

According to a 2009 research paper by Direct2 Mobile, messaging services such as Email and MMS would enable “the rapid adoption of premium messaging services by the enterprise/corporate and brands as they look to create a direct connection with their customers”. Already 75% of the global operators surveyed in the report said they would invest in Mobile Applications over the next 12 months.

“The response to our enterprise messaging solution has been fantastic and operators are increasingly looking to provide ready to use, services to their Enterprise and Government Customers. The Acision Innovation Network is a true indication of how Acision as thought leaders and drivers for innovation are actively co-developing and collaborating with Independent Software Vendors such as SOPRANO Design to deliver best-in-class messaging solutions, rapidly, to MNOs. Being part of this network means that we now have access to an excellent channel for our SOPRANO Mobile Enterprise Messaging Suite to reach over 300 mobile network operators,” said Dr Richard Favero CEO of Soprano Design.

“Acision welcomes Soprano to its innovation network and looks forward to realising the potential of the enterprise market on behalf of its global customer base” said Geoff McGrath VP Global Market Development, Acision.

The SOPRANO Mobile Enterprise Messaging Suite is now available through the Acision Innovation Network.

About Soprano

SOPRANO Design is the leading provider of mobile messaging and wireless application infrastructure. Soprano counts as its clients leading mobile network operators, wireless application service providers, financial institutions, government agencies and global top 100 corporations. SOPRANO researches, develops and licenses its advanced mobile messaging and wireless application software to its clients. These software products (to support Web SMS, Email SMS, SMS Marketing, SMS Gateway and MMS Gateway functions) are designed to allow our customers to improve internal business processes and generate revenue. With over a decade of experience, and operations in Sydney, Paris, London and the USA, Soprano delivers innovative off-the-shelf and customised solutions for the wireless customer in a timely and highly cost efficient manner.

For more information about SOPRANO, please visit www.soprano.com.au



About Acision

Acision is the world's leading messaging company, providing communication solutions for over 300 network operators and service providers globally. The Acision Innovation Network is a partnership-based ecosystem that enables the global communications community to collaborate on the creation of new applications and services to advance the way the world communicates. For more information please visit www.acision.com/innovation.

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