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wireless
application
infrastructure

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SOPRANO Design Wins 2010 National Telstra Business Awards – AMP Innovation Award

SYDNEY, Australia – August 25, 2010 – SOPRANO Design, the world's leading provider of enterprise messaging solutions for mobile network operators (MNOs), has been selected as the winner of the coveted 2010 National Telstra Business Awards – AMP Innovation Award.

With over 16 years of expertise and innovation in the design and development of world leading software for the mobile and wireless industry, SOPRANO Design is an Australian company that is globally focused on providing enterprise messaging solutions for mobile network operators. SOPRANO Design accelerates enterprise messaging for Mobile Network Operators around the world by providing ready to go, web based software and applications for mobile network operator enterprise and government customers.

“Winning the coveted National Telstra Business Award’s AMP Innovation Award is a great honour for the SOPRANO team. It is gratifying to be recognised for our dedication to continuous product and service innovation over the last 16 years. This Award coincides with our significant international success with contracts with in the USA, UK, Ireland, Egypt and Jordan.” said Richard Favero, CEO of Soprano Design.

“The award confirms our team’s place as a leader in technology innovation in Australia.” comments Soprano Design’s Product Manager Peter Cleary. “This award completes the triple crown for the awards for Soprano this year including:

- Telstra Business Awards - NSW and National Winner, "AMP Innovation Award"
- ACCOMS, Communications Alliance and Communications Day - National Winner, "2010 ACCOM Award for Innovation - SME"
- iAwards (Innovation Awards), Australian Information Industry Association (AIIA) - NSW and National Merit Winner, "Communication Category"

Telstra’s CEO David Thodey had the following to say: “All of the finalists and winners are role models because they have demonstrated that they have vision, resilience, competitive edge and a passion for serving their customers...The owners of these businesses are innovators across a range of sectors and they deserve their success for the contribution that they make to the Australian economy.”

The 2010 Telstra Business Awards National Presentation Gala Dinner was held on Friday the 20th of August at The Westin Hotel in Sydney. Industry heavyweights and small businesses alike gathered together amidst the lights and fanfare of the night as they celebrated the crowning achievements of the best in business.

For more information on SOPRANO, please feel free to contact Lucy Zou at news@soprano.com.au or call +61 2 9900 2200.



About Soprano

SOPRANO Design is the leading provider of mobile messaging and wireless application infrastructure in Australia, and 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 infrastructure software to its clients. These software products 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 can deliver innovative off-the-shelf and customised solutions for the wireless customer in a timely and highly cost efficient manner.

SOPRANO is an IBM Business Partner and an Acision Innovation Network partner headquartered in Sydney, Australia.

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For further information or comment please contact Lucy Zou, on +61 2 9900 2200 or news@soprano.com.au.