



PRESS RELEASE

WIT Software to showcase the first implementation of Enriched Calling during MWC in Barcelona

Barcelona, 2nd March 2015: WIT Software, a leading provider of rich and unified communications for Mobile Operators, announced today the first implementation of Enriched Calling as a white-label downloadable App that is available for iPhone and Android smartphones.

Enriched Calling is a work-in-progress specification of GSMA and it provides a whole new experience in voice calling, advancing the user experience with pre-call, in-call and post-call capabilities. Pre-call capabilities allow users to add a subject for the call, a location and a picture that adds extra information that will be seen by the recipient of the call. Setting the importance of the call is another enhancement to the pre-call experience allowing users to identify the call as urgent with a single button. Whilst talking, both sides of the call are able to share content like pictures, videos, locations and music. Unanswered and rejected calls are also improved with the inclusion of call completion capabilities that allow the user to leave a voice or text message on the other side's enriched call log.

With Enriched Calling capabilities Mobile Operators will be able to provide a better service for its subscribers and at the same time drive an increase in voice call minutes and data consumption. It will also create a more attractive proposition for VoLTE that will accelerate the take-up in the market. Subscribers will also benefit from an improved user experience with more options to communicate and share. Enriched Calling is available in multiple platforms (like tablets and web) and will promote the use of Video over LTE (ViLTE). Enriched Calling also leverages the established strengths of mobile operators' voice services, and will help to protect voice revenues from erosion from the growing threat from OTTs.

Luis Silva, CEO of WIT Software said: "We are thrilled today with this announcement of Enriched Calling. This will be certainly one of the first worldwide implementations and it shows WIT's thought leadership and engineering expertise in the area of rich communications".

WIT will showcase Enriched Calling at Mobile World Congress in Barcelona, in Hall 6 stand 6C60.

For more info: <http://goo.gl/MEIUy1>

About WIT Software

WIT Software is a well-established software house that specializes in products and solutions for advanced mobile communications, with extensive expertise in solutions relating to RCS, Mobile VoIP, IMS Applications and TV. Located in Portugal, UK, Germany and California, the company has over 215 fulltime employees and a blue chip industry client base.

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