



PRESS RELEASE

WIT Software launches Integrated Messaging Solution in partnership with Acision

WIT and Acision join forces to enhance the messaging experience with new integrated solution for Android and Apple OS

Lisbon, Portugal, October 24th, 2013: WIT Software, a leading provider of rich and unified communications for Mobile Operators, announced today the launch of an Integrated Messaging Solution, WIT Blackbird Messaging, in partnership with Acision. This solution integrates IP messaging and SMS/MMS messaging in the same composer, much like the iMessage solution from Apple, but it will be available for Android OS and iOS. In the case of Android this mechanism will be supported with an App that will be installed in the smartphone, while in the case of iPhone it requires the integration with the infrastructure of the Mobile Operator.

This implementation of integration messaging is fully compliant with the RCS Blackbird specification from GSMA.

WIT Software believes this is a major step to Rich Communications, extending RCS technology to a broader target. WIT Blackbird Messaging is the first integrated messaging product available in the European market, providing consumers a seamless rich communication experience and Operators a faster time-to-market and wider reach. This partnership with Acision will enable WIT to deliver WIT Blackbird Messaging to other mobile platforms, together with Acision Fusion.

“WIT brings to market a product that competes directly with the iMessage concept from Apple. However, it will be available to all the Android smartphones in the market as well, and will take advantage of the interoperability provided by the RCS specification” stated Luis Silva, CEO of WIT Software. *“This new product launch reinforces WIT’s commitment to the RCS roadmap, starting with the delivery of a key part of the Blackbird specification, and moving on to Crane, Dove and Eagle in the upcoming future.”*

By integrating the WIT Software front end with the Acision Fusion messaging backend, WIT can now deliver a fully integrated messaging platform which enables mobile operators to move away from fragmented, silo approaches to deploying messaging services and replace these with a single, converged solution. This reduces the cost and complexity on their infrastructure, while also enabling the rapid development and deployment of a new, seamless IP messaging services and RCS, alongside SMS, MMS and voice messaging, therefore enhancing the overall messaging service experience.



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JF Sullivan, EVP Product Management at Acision, said, *“Working alongside Acision, WIT is now able to launch a fully integrated messaging solution which works across mobile operating systems and messaging platforms, breaking the OTT service fragmentation barrier. Together we can provide truly seamless messaging through interconnect with the global SMS and MMS community, as well as social networking and chat services, extending the existing SMS user experience to RCS and other rich-content services. Innovating in this way changes the dynamics of messaging.”*

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About WIT Software

Founded in 2001, WIT Software is a well-established software house that specialises in products and solutions for advanced mobile communications, with extensive expertise in solutions relating to RCS, Mobile VoIP and IMS Applications. Located in Portugal, UK and California, the company has over 150 fulltime employees and a blue chip industry client base. For more information, please visit <http://www.wit-software.com>.

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About Acision

As a global leader in mobile messaging, Acision connects the world by powering relevant, seamless messaging services, which enrich the mobile communications experience and create new opportunities for carriers and enterprises across the world. For more information, visit Acision at <http://www.acision.com>

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