



## PRESS RELEASE

### WIT Software receives IMS Industry Award in the category of “Most Innovative Service Launch Enabled by IMS”

**Barcelona, 30th April, 2014:** WIT Software, a leading provider of rich and unified communications for Mobile Operators, has been awarded today with an IMS Industry Award in the category of “Most Innovative Service Launch Enabled by IMS” during the IMS World Forum that is taking place in Barcelona. This award was received for the commercial deployment of an IMS messaging service based on the RCS specifications. This deployment was conducted and promoted by a multi-national Mobile Operator in more than ten countries worldwide. That commercial service makes use of a white-label product from WIT, called WIT Message<sup>2</sup>.

WIT Message<sup>2</sup> is an Integrated Messaging solution that integrates IP and SMS/MMS messaging in the same composer, much like the iMessage solution from Apple, but with the advantage that is available for Android OS and iOS. The product maintains full compliance with RCS5.1 specification from GSMA, and is the first integrated messaging implementation, available in the European market, that provides consumers with a rich communication experience and a faster time-to-market for Operators.

Quoting Mr Luis Silva, WIT Software’s CEO, *“it is a great honour to receive this IMS Industry Award in the IMS Forum. It represents a true recognition of WIT’s commitment to the RCS roadmap and it acknowledges the importance of launching IMS services that provide a seamless evolution from legacy messaging (SMS, MMS) to rich messaging. Additionally, receiving this Award alongside with companies such as Oracle, Huawei and Mavenir is an interesting achievement for us and we think it positions WIT as an important player in the IMS market.”*

WIT Software participated at the IMS World Forum, Stand 1, in Barcelona, Spain, as an Exhibitor, Speaker and Nominee for two awards, “Best WebRTC Platform” and “Most innovative Service Launch Enabled by IMS”.

### About WIT Software

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, Germany and California, the company has over 200 employees and a blue chip industry client base. For more information, please visit our website at <http://www.wit-software.com>.

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