



Mavenir Systems Receives 2008 IMS Leadership Award from IMS Magazine

Mavenir mOne™ Convergence Gateway Honored for Outstanding Innovation

RICHARDSON, TEXAS, DECEMBER 11, 2008 — Mavenir Systems announced today that [Technology Marketing Corporation's](#) (TMC) *IMS Magazine* has named the Mavenir Systems as a recipient of the Second Annual IMS Leadership Award.

The Mavenir mOne™ Platform allows operators to accelerate the launch of IMS services including Instant Messaging and Presence based on OMA SIMPLE standards. The mOne platform offers these applications with an integrated IMS core network, improving time to market and ROI for mobile operators.

The innovative platform blends these IMS services with legacy SMS, MMS, Email and next-generation Web 2.0 services to enhance the end user experience for messaging, social networking and content delivery. Consumers then have the freedom to access services on multiple devices, enabling Fixed Mobile Convergence and thereby increasing loyalty.

"In today's world, operators can build mobile social networks to complement web communities where new services are offered quickly and frequently," said Pardeep Kohli, Mavenir's Chief Executive Officer. "Mavenir's Converged Messaging solutions enable mobile operators to offer new IMS-based services on their existing 2G or 3G networks while ensuring a smooth transition to an all IP services core for WiMAX and LTE deployments."

"In a single platform, this future-proof solution is designed to support the revolution of Mobile 2.0 applications and a new generation of IMS-based services," added Kohli.

"Mavenir has proven their outstanding achievements in advancing IMS solutions by earning an IMS Leadership award for their mOne Convergence Gateway. With the significant growth in IMS, receiving this award distinguishes them as a leader in the industry," stated Rich Tehrani, president of TMC. "It is my pleasure to honor Mavenir for their contributions in transforming the industry."

The 2008 IMS Leadership Award winners can be found in the October/November 2008 issue of [IMS Magazine](#).

About Mavenir:

Mavenir's convergence solutions enable mobile operators to offer new and enhanced services and applications, delivering next generation convergence solutions to any device, by bridging core network and broadband access generations.

Converged Messaging Solutions with a next generation core that provides enhanced messaging services for mobile subscribers with an OMA/IMS-based Presence and Instant Messaging.

Converged Voice Solutions that provide VoIP services without having to implement an IP Core. No major back-end integration to billing system or switch required and seamless evolution to LTE. The IMS Centralized Services provides a smooth transition of legacy MSC networks to IMS-based all IP core network, offering lower costs and enhanced services.

Headquartered in Richardson, Texas, Mavenir has sales, business development and R&D facilities in India, China and Europe, and operations in India.

www.mavenir.com.

About IMS Magazine

IMS Magazine, www.imsmag.com, is devoted to teaching the service provider community about the massive opportunities afforded them in the move to IP Multimedia Subsystems (IMS)-based architectures. *IMS Magazine* focuses on wireless and wireline opportunities as well as the intersection of the two. *IMS Magazine* has grown its circulation to 40,804 since its premier issue in January 2006.

www.tmcnet.com.

About TMC

Technology Marketing Corporation (TMC) is an integrated global media company helping clients build communities in print, in person and online. TMC publishes [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Unified Communications](#), and [IMS Magazine](#). TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by three million unique visitors each month worldwide, according to Webtrends. In addition, TMC produces [INTERNET TELEPHONY Conference & EXPO](#), [Call Center 2.0 Conference](#) and [Communications Developer Conference](#).

www.tmcnet.com.

Company Contact:

Maryvonne Tubb
Mavenir Systems
469-916-4393
mtubb@mavenir.com

TMC Contact:

Jan Pierret
203-852-6800, ext. 228
jpierret@tmcnet.com