

ACONYX Mobile & Multimedia Applications ACONYX CallComplete™

ACONYX CallComplete™ connects every subscriber to every call, alleviating the frustration many users experience when trying to communicate — incoming calls at inconvenient times, missed calls while the phone was off, traveling out of range, etc.

CallComplete services enable mobile operators and MVNOs to eliminate problems like these for their subscribers by enhancing the basic functions of today's phones and networks. CallComplete services convert each non-billable call attempt into operator revenue, immediately realized upon deployment.

CallComplete is part of the ACONYX™ Mobile & Multimedia applications suite, which also includes SPIDYR phone, Unified Communications, Video Conferencing, Video Surveillance and Multimedia RingBack Tone. ACONYX applications are built on AGNITY's robust carrier-grade ACONYX framework. All applications are platform independent and can be deployed across multiple network architectures and multiple open service delivery platforms.



ACONYX CallComplete™ Operator Benefits

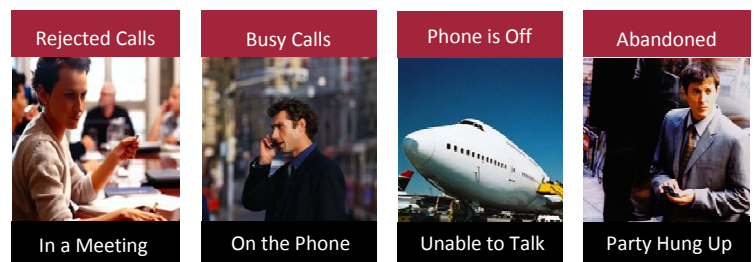
ACONYX CallComplete services are designed to convert each non-billable call attempt into operator revenue which can be immediately realized upon deployment.

Proven to stimulate high-impulse usage, these call management services drive call origination, call termination, call duration and messaging usage.

CallComplete services have already demonstrated real value for operators. One leading European operator has deployed these call management services across its 11 million subscriber base, producing the following results:

- Voice mail slam downs down 52%
- Messaging revenues up 42%
- Voicemail revenues up 7%
- Transfer of potentially missed calls to another number up 3%
- Annual revenues of \$130 million just from these services

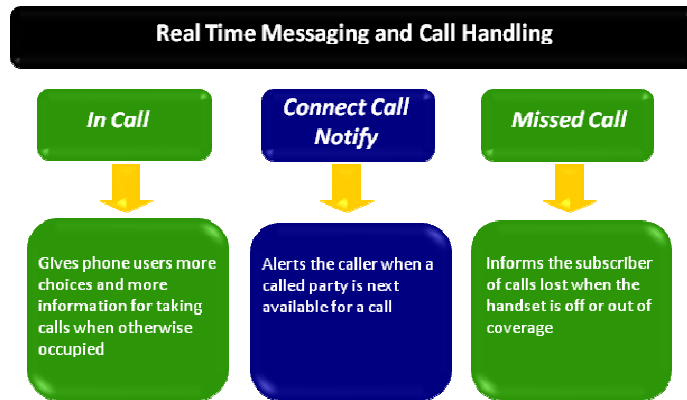
The Need for Call Management Services



Subscriber call management service opportunities represent 25-30% of network traffic and significant revenue gains for service providers.

ACONYX CallComplete™

"Call completion services that maximizes airtime and increase voice and messaging revenues"



ACONYX CallComplete Management Suite of Services include:

- In-Call Management
- Connect Call Notify
- Missed Call

Services that Put Subscribers in Control

In-Call Management

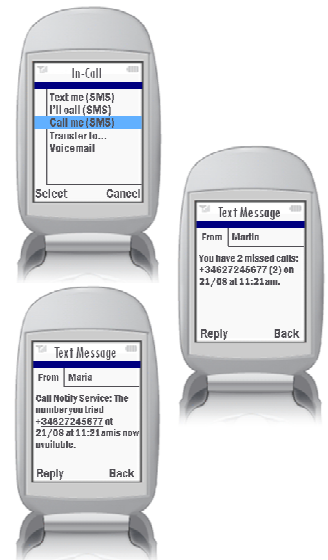
In-Call allows the subscriber to respond to an incoming call using real-time menu-based call handling options on the handset. Triggered by an incoming call, In-Call service presents one-click menu options on the handset that provide additional call handling beyond taking the call or sending the caller to voicemail. During an incoming call, In-Call allows subscribers to respond in the manner that best fits his or her current situation.

Connect Call Notify

Connect Call Notify gives callers more choice when placing calls to someone who is busy or unreachable. Using network availability information, the service automatically notifies the calling party (via an SMS or a network-driven one-click menu) when the called party becomes available.

Missed Call

Missed Call gives subscribers information about calls lost while their handset was either turned off or out of range. Once the handset is reengaged, a list of missed calls are sent to the subscriber. Service configuration options include both standard SMS text notification as well as enhanced menu-driven one-click options to return the call or send a reply SMS.



ACONYX CallComplete Services for Customer Segmentation

ACONYX CallComplete services are designed to be branded by operators for all-network deployment or bundled into current subscriber segment offerings. These services can be tailored to targeted subscribers like youth, business, voicemail or non-voicemail users. They also can be deployed with embedded promotional messages to provide important cross-service selling opportunities.

Since ACONYX CallComplete services are network based, an operator can address multiple subscriber segments with multiple services using common service delivery, provisioning and service management operations.

About AGNITY, Inc.

AGNITY is a global applications solutions and technology services company with the deep knowledge and proven experience required to help businesses, network equipment manufacturers and service providers design, develop and deploy application solutions rapidly and cost-effectively. Founded by industry veterans, AGNITY is a team of trusted advisors to communications service providers and enterprises with best-in-breed strategies and solutions as well as proven R&D skills to help lead our clients' solutions and product development. AGNITY is headquartered in Fremont, California, with development centers in Noida, India, Kitchener, Ontario, and Richardson, Texas. For more information, visit www.agnity.com.



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