



## **Mobitel Successfully Rolls Out New Ring Back Tone Service *Musicall***

### **Bulgarian telecom teams up with ECT Group to realise new value-added service**

**Munich, January 18, 2006 – Mobitel, which is part of the mobilkom austria group and Bulgaria’s leading mobile provider, is now offering its customers another innovative value-added product, the ring back tone service *Musicall*. The European Computer Telecoms Group (ECT) realised a complete solution for Mobitel during the 4<sup>th</sup> quarter of 2005. Mobitel’s new offering supports all user interfaces (Internet, WAP, IVR, and SMS). The service is offered both in English and Bulgarian. Mobitel can supply content from different content providers.**

For just BGN 1.50 (about 0.77 EUR), each mobile subscriber can download a melody and, upon activation, use it in the Bulgarian network for one year. After the first two months of use, *Musicall* costs just BGN 0.50 (about 0.26 EUR) per month.

Using ECT’s application for the ring back tone, mobile customers can select different songs and melodies, which their callers then hear in conjunction with the traditional ring back tone.

Adding another individualisation feature, the service enables users to personalise the ring back tone for different callers and caller groups.

By introducing the new product, Mobitel follows its vision to constantly offer progressive and innovative technologies and services to its growing base of satisfied customers. “Our ring back tone service perfectly supplements Mobitel’s innovative product range,” said Dr. Marshall Kavesh, CEO and co-founder of the ECT Group.

For more Information go to <http://www.mtel.bg/entertainment/musicall>

#### European Computer Telecoms AG

Westendstraße 160  
D-80339 Munich, Germany

Barbara Hudson  
Manager Marketing Communications  
Tel.: +49 (0)89 55 29 47-620  
Barbara.Hudson@ect-telecoms.de

Sebastian Weinstock  
Manager Marketing Communications  
Tel.: +49 (0)89 55 29 47-836  
Sebastian.Weinstock@ect-telecoms.de



## About Mobiltel

Mobiltel is recognized as the innovative telecommunications market leader in Bulgaria and one of the most successful mobile operators in Europe. Today the Company holds about 60% market share and serves about 3,6 Million subscribers.

In 2005 the operator won the only UMTS A Class license tender in Bulgaria for a 20-year term. Six months later - on September 14, 2005, Mobiltel presented the first operational UMTS network in Bulgaria. In July 2005 Mobiltel joined the mobilkom austria group and now is a part of the family of mag.

## About ECT (European Computer Telecoms):

As a leading provider of technology for voice and multimedia value-added services, ECT enables telecoms providers to maintain cost leadership while offering products that optimally fulfil market demands.

Based on its open **ECTXML**® programming language, an extension of the industry standards VoiceXML and CCXML, ECT provides complete solutions for Network-Based Contact Centers, Ring Back Tone Service, Virtual PBX / IP Centrex, Televoting, Multimedia Advertising, Interactive Multimedia Response, etc. The company is also specialized in migrating services from legacy platforms to next-generation solutions.

Major carriers and providers worldwide offer profitable telecoms products based on ECT technology, including at&t, BT, Belgacom, Deutsche Telekom, DTMS, Etisalat, IN-telegence, mcell, MTN, Muzicall, OnePhone, Orange, Rogers, Saudi Telecom Company, Swisscom, TDC, Teliasonera, Telenor, Tele2, Versatel, Virgin Media, Vodafone and Zain.

Founded in 1998, ECT is an unlisted German public company with its headquarters in Munich, Germany and wholly owned sales and service subsidiaries in England, France, Germany, The Netherlands, and the USA.

## About ECT Ring Back

ECT Ring Back is one of the worldwide leading solutions for ring back services. It is used by leading network operators throughout Europe, North America, the Middle East, Africa and Asia.

Ring back services are value-added services based on replacing the traditional ring back tone with audio or multimedia content. ECT (European Computer Telecoms) makes ring back services highly profitable business for carriers by implementing the required technology quickly, reliably and cost-effectively and enabling the features that drive subscription and content sales.

The ECT Ring Back allows carriers to realize ring back tone, multimedia ring back and advertising ring back services on one platform. It can be integrated simultaneously in legacy as well as next-generation mobile and fixed networks. ECT offers complete customized network and user interfaces as well as open application programming interfaces for third-party developments.

With the ECT Ring Back features, carriers concentrate on the content their market demands, choose the sales channels according to their requirements, execute targeted marketing campaigns, ensure the right user experience and make their service viral.

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Westendstraße 160  
D-80339 Munich, Germany

Barbara Hudson  
Manager Marketing Communications  
Tel.: +49 (0)89 55 29 47-620  
Barbara.Hudson@ect-telecoms.de

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Manager Marketing Communications  
Tel.: +49 (0)89 55 29 47-836  
Sebastian.Weinstock@ect-telecoms.de



ECT is also specialized in replacing defunct ring back solutions and migrating customer data and content.

For more information, please visit <http://www.ect-ringback.com>

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Barbara Hudson  
Manager Marketing Communications  
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Manager Marketing Communications  
Tel.: +49 (0)89 55 29 47-836  
Sebastian.Weinstock@ect-telecoms.de