



## **The European Computer Telecoms Group (ECT) Wins another Major Tender for Ring Back Tone Service**

### **Another leading carrier implements ring back tone service throughout Scandinavia with ECT technology**

**Munich, 23<sup>rd</sup> October 2006 – The European Computer Telecoms Group (ECT) has won a significant tender from one of Scandinavia’s leading carriers after a competitive worldwide bidding process. Virtually all vendors of ring back tone platforms were invited to participate in the tender process. With one central platform, different ring back tone services will be realized throughout Europe starting in Sweden, Norway and Denmark. ECT is delivering the complete platform and network integration.**

The multi-country solution made possible by the technology of ECT is highly attractive for carriers as it addresses the pressure for synergies and shared operations across countries and profit centres. The utilization of a shared platform for multi-country operations keeps both CAPEX and OPEX to a minimum, maximizing return on investment.

Each country will have its own web, WAP, SMS and IVR user interfaces in its own language and currency as well as its own country-specific content. ECT’s technology enables the carrier to allow numerous content providers to sell ring back tones to its subscribers. Market penetration increases significantly when there are multiple content providers selling content in competition to one another.

“We are certainly proud to win this significant contract making us the source for virtually all ring back tone services in the Scandinavian market where we already have realized highly successful ring back tone services for several carriers including Tele2 and TeliaSonera,” comments Dr. Marshall E. Kavesh, CEO and founder of ECT, on the recent success.

#### 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 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.

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>

## 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**<sup>®</sup> 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.

---

## 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