

Union Wireless Deploys Openmind's Traffic Control Consolidated Messaging Platform

Openmind's Traffic Control Solution Enables Union Wireless to Offer
Customers Innovative SMS Solutions

Mountain View, CA – December 14, 2011 - [Openmind Networks](http://www.openmindnetworks.com)

(www.openmindnetworks.com) the leading provider of innovative messaging solutions, today announced that Union Wireless (www.unionwireless.com) has selected its consolidated messaging platform, [Traffic Control](#), to offer Union Wireless customers an array of next-generation SMS solutions. Union Wireless will use Openmind's Traffic Control to process all standard SMS traffic as well as offer innovative user-based messaging services to customers in the future.

The module-based architecture of Traffic Control allows operators to quickly and cost effectively rollout additional SMS-based services that complement the core SMSC without having to purchase additional hardware. Additional modules available within the consolidated platform include anti-spam (Protect), open API (Adapt), USSD (Transact), business reporting (Assure), customer care (Care) and an IP GW (Access).

“Union Telecom has a long standing tradition of providing exceptional value and delivering reliable communication services to our consumers in the US. Maintaining leadership is important and this is achieved by offering our customers the latest solutions for mobile connectivity,” said, Kevin Kleinsmith, Engineering Director, Union Wireless. “Openmind's Traffic Control solution strengthens our ambition enabling us to rollout innovative services in the future. As we looked for a vendor to meet our needs, Openmind impressed us with its consolidated messaging platform, innovative roadmap and market expertise. We look forward to further developing our relationship.”

“Openmind has become the replacement messaging platform of choice for many mobile operators worldwide. The access to a variety of messaging solutions for next generation mobile networks on one platform means that carriers can start by migrating traffic seamlessly and roll out newer innovative solutions as customer needs grow,” said Tobias Reusch, VP of Openmind’s Messaging Business Unit. “We are looking forward to working with Union Wireless to offer their customers a feature rich set of SMS solutions.”

Openmind has now grown to be the dominant messaging player, providing innovative, flexible messaging solutions with over 50 deployments in Europe, Asia, Africa and North America.

About Openmind Networks:

Openmind is the wireless industry’s messaging experts, having developed and deployed innovative messaging infrastructure products in over 50 sites worldwide. Openmind is staffed by business and technical experts who have worked in the wireless messaging industry for the past 20 years, having pioneered the development of leading messaging products that are deployed all over the world today. The company’s core messaging product, Traffic Control, which is based on its Mixed Media Core, offers mobile operators a real alternative to traditional SMSC’s, while also offering a clear migration path to IM and SIP-based messaging. Building on this experience, Openmind also addresses current operator challenges and subscriber trends with the Portico product suite, enabling mobile operators to extend voice and text services to IP enabled devices. Portico is now available as a webphone and as an Application for Smartphones and Tablets offering a compelling common feature set for subscribers across a variety of devices. For more information visit www.openmindnetworks.com

About [Traffic Control](#)

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