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Press Release from Jinny Software Ltd.

New product announcement from Jinny Software: Voice and VAS over Mobile Broadband

Jinny's VAVOOMB™ enables operators to leverage the VoIP OTT threat with an innovative single identity, multi-device solution that allows subscribers to access voice/video/messaging services across both mobile broadband and high quality voice networks

DUBLIN, April 26, 2011- Jinny Software, a leading global supplier of messaging, call completion and mobile advertising solutions to wireless carriers, today announces the launch of VAVOOMB™. VAVOOMB™ enables calls and video to transmit over IP networks while still utilising the high quality of circuit-switched networks.

"VAVOOMB™ is the mobile carrier's answer to VoIP OTT providers and the trend for VoIP over mobile broadband. VAVOOMB™ is the subscriber's answer to the poor call quality and the hassle of maintaining multiple identities that come with using VoIP," says Richard Choi, Jinny Chief Commercial Officer. "With VAVOOMB™, mobile operators don't just provide mobile broadband – they take ownership of the entire VoIP value chain."

A single identity

VAVOOMB™ (Voice and VAS Over Mobile Broadband) enables mobile operators to give their customers the choice to make and receive calls and send and receive text messages via their mobile phone, PC, or tablet. All this is done using their mobile number - as opposed to a separate VoIP identity.

The drivers behind this product are the growing popularity of VoIP services such as Skype™ and pressure on operators to converge mobile services with IP. According to In-Stat research, there will be 288 million VoIP users by 2013, and mobile will have to find a role in that. With VAVOOMB™, operators will be able to offer a next-generation benefit to subscribers: freedom to use all of their devices to communicate under a single identity via mobile broadband while enjoying the benefits of both VoIP and circuit switched networks.

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VAVOOMB™ enables operators to add a whole new dimension of value to the service they provide, while leveraging their core network assets.

Offering convenience and quality to VoIP users

VAVOOMB™ converges the two worlds of IP networks and circuit-switched networks and combines the flexibility of the former with the superior sound quality of the latter. VAVOOMB™ overcomes the drawbacks of using VoIP – people can make and receive VoIP calls when and if it suits them.

For example, if a VAVOOMB™ user receives a call when they are in front of their laptop, they can choose to take that call on their laptop as a VoIP call. If they are out somewhere or their laptop is switched off then they take the call on their mobile phone as normal.

 If the VAVOOMB™ user has to step out during a VoIP call or the call quality is poor, they can simply move the call to the mobile handset without interruption. The caller is unaware of how their call is being answered, or that it is being transferred between devices.

VAVOOMB™ can be easily integrated into the mobile operator's network using SIP for voice calls and messaging protocols such as SMPP & UCP for SMS.

"We have been communicating with our customers and building this solution to help them bridge the gap between mobile services and VoIP. Up until now, mobile operators have been supplying the mobile broadband that enables people to use VoIP services. With VAVOOMB™, the operators can extend themselves to the PC and tablet screens," says Choi. "By offering huge benefits to the subscribers – a single identity and high quality of calls, they can boost revenues, retain customers, and even attract new ones."

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Notes to Editors

About Jinny Software (www.jinnysoftware.com)
Jinny Software offers a comprehensive range of messaging, call completion and mobile advertising solutions. Jinny's Messaging solutions drive increased efficiency in traffic management and enable the

rapid introduction of new services. Call completion solutions exploit the potential of call-related services, driving revenue opportunities through subscriber services and increasing the profitability of voice services. Jinny's Mobile Advertising Solution enables both operators and advertising agencies to implement mobile marketing and advertising campaigns.

Jinny Software operates from its headquarters in Dublin, Ireland. Implementation, project management, support and training are provided by service teams located in Brazil, Ireland, Kenya, UAE, Panama and Malaysia. Jinny Software is a wholly owned subsidiary of the Acotel Group S.p.A, headquartered in Rome, Italy and traded on the Milan stock market (ACO.MI).

For more about VAVOOMB™, see www.vavoomb.com

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