



LEADING MOBILE CONVERGENCE

**For immediate release**

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## **Personeta and HelloSoft announce Strategic Alliance**

*Personeta and HelloSoft team up to bring total convergence to service providers  
to improve customer experience*

San Jose, CA, and Hod Hasharon, Israel, January 31st 2008, HelloSoft, Inc. the world's leading provider of VoIP/IMS/VCC technologies for wireline and wireless devices, and Personeta Inc. the leading provider of converged solutions for businesses and consumers, today announced successful completion of integration and interoperability testing. The two companies recently signed an agreement to collaborate on IMS/VCC initiatives to enable service providers to develop and deliver enhanced voice, data, image and multimedia applications at a faster rate, with better quality, and at a lower cost.

The collaboration between HelloSoft and Personeta will enable Fixed-Mobile Convergence solutions (FMC) to operate on a variety of dual-mode and multi-mode handset devices. With the rapidly changing IMS environment, service providers are demanding interoperable infrastructures that work together as part of an overall services delivery solution.

"HelloSoft and Personeta are building a complete FMC ecosystem that will support delivery of end-to-end IMS solutions," said Bibi Rosenbach, president and Chief Executive Officer of Personeta. "We are working with world-leading VoIP/IMS/VCC technology providers to form the foundation for high performing multi-mode devices. Devices enabled with HelloSoft's IMS/VCC client will work with Personeta's TappS NSC Mobility Management infrastructure to deliver true mobile broadband capabilities like video and VoIP."

"Our initial testing with Personeta has yielded very positive results," said Ron Victor, VP & GM for Marketing and Business Development at HelloSoft, Inc. "Our collaboration with Personeta is accelerating the availability of IMS/VCC and the advanced features that differentiate IMS/VCC from other FMC technologies."

HelloSoft and Personeta collaborate in numerous pilots and customers trails with cellular, cable and MVNO service providers in Europe and North America.

The Joint solution will be demonstrated live during the upcoming Mobile World Congress February 11-14 in Barcelona at Personeta's booth Hall 4 4.1HS01 and HelloSoft's booth in Hall 2.1 C56.

### **About Personeta**

Founded in 2000, Personeta, the leading provider of converged communication solutions for service providers is redefining how converged services are developed and delivered for both businesses and consumers. The company's flagship product, TappS™ NSC, is a standards-based service creation and execution platform that enables service providers to rapidly implement converged communicationservices at a fraction of the cost of traditional telecom services. It is currently deployed at leading service providers worldwide; delivering a multitude of highly segmented converged communication services over legacy and packet-based infrastructures.



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## About HelloSoft

HelloSoft is the world's leading provider of VoIP Technologies for wireline and wireless devices. The company enables mass deployment of low-cost, power-efficient, fully featured multi-mode wireline and wireless devices by providing highly optimized RISC based VoIP software products with superior voice quality, QoS, and efficient call switching specifically designed for next-generation end-points. HelloSoft's VoIP stack enables seamless hand-over between cellular and Wi-Fi networks for multi-mode handsets. This comprehensive portfolio of award-winning VoIP products enables OEMs, ODMs and semiconductor manufacturers to deliver VoIP-enabled products with a short time-to-market schedule.

HelloSoft is headquartered in San Jose, California with an R&D facility in Hyderabad. HelloSoft's customers include leading technology firms such as Skype, HTC, BenQ, CEC, Thrane & Thrane, Toshiba, Panasonic, Accton, Wistron NeWeb, NeoMagic, a la Mobile and 5V Technologies along with top semiconductor manufacturers, Original Device Manufacturers (ODMs) and Original Equipment Manufacturers (OEMs) globally.

HelloSoft's partners include Texas Instruments, Intel, Arm, MIPS, Microsoft and Symbian. Please visit our website [www.hellosoft.com](http://www.hellosoft.com) for further information.