



Italy's Mobile Operator Wind Has Implemented Unipier's Intelligent Policy Management Solution for Parental Control and Loyalty Points System

Unipier, September 26, 2006

URL: <http://www.pr9.net/business/telecom/4511september.html>

Unipier has implemented its Intelligent Policy Manager solution that enables a central definition and application of service related policies and business logic. This solution allows Wind to fully control the access to adult related content and provides a loyalty points mechanism to reward Wind's subscriber on any purchase of mobile data services

PR9.NET September 26, 2006 - Netanya, Israel: Unipier, pioneer of Intelligent Policy Management, announced today the implementation of a full access control and eWallet solution at Wind Telecomunicazioni SpA ("Wind"), in Italy. This solution is based on the capabilities of Unipier's Intelligent Policy Manager and it encourages Wind's mobile users to purchase a variety of mobile premium services by crediting them with loyalty points for future purchases of value added services. It further ensures a flexible access control mechanism to block subscribers from accessing any restricted content.

Unipier's Intelligent Policy Manager serves as a common decision point for applications, gateways and service enablers over mobile Service Delivery Platforms (SDPs). It enables the rapid and cost-efficient definition, management and application of service policies in a scalable and non-intrusive manner, across all channels and services. Unipier's solution enables the centralized definition of different business logic and service policies using a code-free modeling environment that offers full flexibility to update policies for content access control, promotion and bundling, charging, personalization, user privacy and many more according to different service requirements, regulations and operator's changing needs.

Using Unipier's solution, Wind's subscribers in Italy will benefit from a rewarding system that will credit any user of mobile premium services with loyalty points to be used as eWallet money for the next purchase. Full parental control was implemented on both the WAP and i-mode portals using flexible definitions of content access control policies that blocked or redirected users who try to access adult-related content. Unipier's solution enables Wind to easily apply new marketing requirements and various policies in different service delivery aspects in the future without being involved in costly and lengthy projects.

We are really excited to implement our Intelligent Policy Manager in an innovative operator such as Wind," said Gabby Levy, CEO of Unipier. "The Unipier team has managed to turn the complicated and challenging time-to-market requirements of parental control and loyalty point system into a live, working solution that utilizes a code-free modeling environment with an easy-to-use policy system in only eight weeks – we truly believe our Intelligent Policy Management technology is a revolution in service delivery!"

*Unipier's product name, Intelligent Policy Manager, was previously known as Unipier Service Broker

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About Wind Telecomunicazioni SpA

Founded in 1997, Wind Telecomunicazioni SpA is one of the few European telecom operators which offers integrated fixed, mobile and Internet services. Wind is the first alternative fixed operator, Libero the first Internet Portal among the Italian ones, and Libero portal is among the major Italian Internet service providers. The company, classified as the fastest start-up among telecom companies in Europe, actually is the third Italian mobile operator, with a market share of over 19%.

In the first half of 2006 Wind has reached over 14 millions of customers in mobile market, over 750 thousands in fixed telephony direct access and over 700 thousands in broadband access.

Wind has signed an exclusive agreement to offer the innovative i-mode™ service in Italy. For more information, please visit www.wind.it

About Unipier

Unipier Ltd., a pioneer in Intelligent Policy Management, is a leading provider of innovative software products that empower mobile operators to rapidly create, present, control, integrate and deliver a wide range of compelling services, over evolving networks and Service Delivery Platforms. Unipier's solutions are currently powering the delivery and management of content and data services at leading operators such as Vodafone Italy, Telefonica Spain, Wind Italy, Cellcom and Orange Israel.

Unipier was founded in 2000 and is privately held. The Company's primary investors include Carmel Ventures, Pitango, Greylock and Fidelity Ventures.

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