creativity software

Creativity Software Ltd
River Reach,
31-35 High St
Kingston-Upon-Thames
Surrey KT1 1LF

Statement 10 November 2011

Creativity Software is proud to be a supplier of world class technology to MTN, in Iran and other countries. MTN is a company with the vision of being the leading telecommunications provider in emerging markets, with an avowed mission to speed up the progress of the emerging world by enriching the lives of the people within it.

Creativity Software supplies MTN Irancell with LBS technology that enables them to offer commercial services to their customers. The first services that have been launched are zone based billing and a mobile social networking service ("Friend Finder" and "Family Finder") – which has been used by over 3 million people in the country since it was launched in January this year.

We had announced the winning of this contract in 2009 through press releases and on our website here: www.creativitysoftware.net/news/press-releases/25-august-2009-mtn-irancell-selects-creativity-software-to-provide-end-to-end-lbs-solutions-

These services are described on the MTN Irancell website here:
Zone Billing: www.irancell.ir/en/layer2/?id=493
Friend Finder: www.irancell.ir/en/layer2/?id=523

Creativity Software has not supplied technology to any other entity in Iran.

Creativity Software supplies Mobile Network Operators around the world with location positioning platforms. In all cases, we are bound by contract to respect the confidentiality of the customer. Where we can, we publish press releases and case studies to highlight our commercial successes. All press releases and case studies are freely available from our website – www.creativitysoftware.net.

By way of further useful background, we also refer you to a market and technology report – published in October 2011 by Berg Insights www.berginsight.com/ReportPDF/ProductSheet/bi-lpt3-ps.pdf)

> "Mobile location platforms enable three categories of services: public safety services, national security and law enforcement applications, as well as commercial LBS.
>
> Nearly 70 percent of all emergency calls are today placed from mobile phones and

it can often be difficult for the caller to convey their location accurately to first responders. Automatic location platforms can reduce the time to find the location of the caller. They also enable more efficient handling of simultaneous calls from people reporting the same incident to distinguish single accidents from multiple events.

Another use area is public warning systems that can locate and send messages to all mobile users within a geo-fenced area.

Government agencies can also use location platforms and data mining systems for border security, critical infrastructure protection and location enhanced lawful intercept.

The U.S. Federal Communications Commission's (FCC) E911 mandates for location of mobile emergency calls released in 1996 was a major driver behind the development of location platforms for the North American market.

However, governments and telecom regulators in many regions worldwide are now introducing some form of emergency call and lawful intercept mandates that require at least basic location platforms and technologies. Although the regulators have typically not yet imposed any specific location accuracy requirements as part of the mandates, it is highly likely that more stringent location accuracy will be demanded in the future as technologies mature and costs decrease.

An estimated 30 percent of the mobile network operators worldwide have now deployed at least some type of basic location platform. Additional deployments and updates of existing platforms can be expected in most markets in the coming years, primarily driven by government mandates."