

Creativity Software awarded new contract for mobile location Lawful Intercept in the Middle East

Telecom operator compliance becomes widespread across the region

Middle East, 30th November 2010 – Creativity Software, specialists in Location Based Services (LBS), today announced a new contract to provide a Lawful Intercept solution to another mobile network operator (MNO) in the Middle East. This is the 4th contract of a similar nature awarded to the company in the last six months.

Increasingly, mobile network operators are being requested to provide mobile location data from their network to government agencies including Law Enforcement, National Security and Intelligence to assist them with issues of national safety and security. These requirements, known as Lawful Intercept (LI) mandates, are based on local law and therefore regulations and requirements vary from country to country. Mobile location is a key component of intercept related information.

Creativity Software has provided all four operator clients in this region with a turnkey solution which includes the mobile location platform, utilising Enhanced Cell-ID positioning technology, and a robust tracking application. This end-to-end solution enables the operators to meet the legal requirements placed upon them.

Mobile network operators across the Middle East selected Creativity Software because the LBS specialist could provide an end-to-end solution that met government mandated requirements and was compatible with multi-vendor network environments. Operators were also attracted to the dual purpose middleware (MiddleWise), which provides an opportunity for long-term commercial LBS deployment and RoI.

Saul Olivares, Market Development Director at Creativity Software comments, “Our Location Lawful Intercept solution enables telecom operators to comply with legislative mandates and crucially, allows them to capitalise on commercial LBS, both to recoup their LI investment, and help drive future revenues.”

Creativity Software is already helping a number of the operators evaluate which commercial LBS applications to roll out. The location-based service specialist is also able to assist with commercial applications given their extensive LBS product portfolio, deployment experience and expertise.

Please note that due to the confidential nature of Lawful Interception, operator names cannot be disclosed.

For more information on mobile location Lawful Intercept solutions available from Creativity Software, or to find out about any of the commercial location-based service applications provided, please visit www.creativitysoftware.net

About Creativity Software

Creativity Software is a UK based company that specialises in **Location Based Services**. The company provides Mobile Network Operators globally (GSM & CDMA, 2G & 3G) with Location Positioning **Infrastructure, Middleware and Applications**, enabling them to:

- comply with lawful intercept government legislation
- increase their ARPU by offering location-based services to both consumer and enterprise markets, including the significant strategic opportunity from location-based mobile advertising.

Partnerships with other telecommunication equipment vendors and a strong network of sales agents and distributors throughout the world, give Creativity Software a global presence, with local expertise.

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