
Creativity Software launch Zone billing solution

Preferential billing rates for consumers and enterprise customers based on location.

Barcelona, Spain, 15th February 2010 – today Creativity Software announced the launch of ZoneWise, a location-based billing solution for mobile operators (MNOs). The solution enables MNOs to offer their subscribers preferential billing rates when using their mobile phone within defined [zones](#).

Creativity Software's new solution removes the need for fixed-lines giving mobile operators the opportunity to enter the home and office space with an attractive alternative. Using ZoneWise, mobile operators can offer competitive rates to users making their mobile phone their primary communication tool, creating "virtual fixed lines". As well as preferential rates, users also benefit from the flexibility, convenience and mobility that fixed-lines cannot offer. Importantly for MNOs, the ZoneWise solution helps facilitate the trend towards fixed-mobile substitution (FMS), demonstrating the versatile functionality mobile operators can offer. The solution will also appeal to MNOs who have invested in Femtocell technology, as ZoneWise is complimentary to it and is an excellent example of where this technology improves service for users.

ZoneWise is simple for both consumers and businesses to register for and use. The user simply notifies the mobile operator that they wish to use the service and the operator can then implement the service in one of two ways. Typically, using a Mobile Location Centre (GMLC/SMLC) which can be used to locate the user and define their "zone", be it home or office. Any calls the user then makes within the designated zone will be charged at a preferential rate, and any calls made outside of the area, will be charged at mobile tariff rates. Alternatively, ZoneWise can be implemented by installing an applet software on the mobile phone's SIM card (R-UIM for CDMA).

"The flexibility of the application and its multi-audience appeal is very exciting" says Saul Olivares, Market Development Director at Creativity Software. "We are pleased to be able to offer a solution that works in both the consumer and enterprise space and believe that mobile operators will welcome the opportunity to differentiate themselves, and reduce churn."

ZoneWise is a fantastic addition to the suite of applications Creativity Software already offers and all applications are fully supported by the company's robust mobile location infrastructure and flexible middleware. This end-to-end approach to location based service solutions has helped establish Creativity Software as a key player in the market.

For information on ZoneWise or any of the other location based service applications from Creativity Software, please visit www.creativitysoftware.net.

About Creativity Software

Creativity Software is a UK 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:

- (1) comply with lawful intercept government legislation
- (2) deploy zone billing, and
- (3) deploy new revenue-generation services for both consumers (e.g. Family & Friend Finder) and enterprises (e.g. Vehicle Tracking, Field Staff Monitoring, Location Based 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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