

Nobill SMS Router from Symsoft enhances existing messaging services at Telenor Sweden

STOCKHOLM, Sweden, May 5th, 2010 – **Symsoft, a leading supplier of charging, messaging and value added services, today announced that Telenor Sweden has implemented a Nobill SMS Router with Direct Delivery from Symsoft.**

Telenor Sweden has chosen Symsoft's Nobill SMS Router to intelligently manage SMS traffic, including Direct Delivery, and thus reducing load on the existing Short Message Service Centers (SMSCs). The Nobill SMS Router technology enables Telenor to manage traffic peaks and thus ensuring the revenue potential.

The SMS Router is the entity that performs the actual routing and distribution of a short message; it forwards short messages from a set of message sources to a set of message destinations. With the Direct Delivery feature, messages are, if possible, delivered directly to the destination and thereby keeping the delivery time and load on the network resources to a minimum. In case the recipient is not reachable, the short message is passed on to an existing Telenor SMSC for storage and delayed forwarding.

The implementation of a Nobill SMS Router in the Telenor network is yet another successful cooperation between Telenor and Symsoft. Nobill solutions have earlier been implemented in Telenor group networks, such as MCP (Maritime Communications Partner). MCP is a subsidiary of Telenor providing mobile and telephone services based on several Nobill products and applications to the maritime industry worldwide.

"We are energized and excited in working in a proactive and subscriber focused partnership with Telenor Sweden. Further, we feel that the needs of Telenor, in terms of features and functionality, is well in line with the product offering from Symsoft", says Magnus Hasbo, Sales Director at Symsoft.

The Nobill SMS Router offers intelligent network management of SMS traffic in order to cater for an extensive set of operator needs. This includes the ability for a network operator to offer services such as highly effective SMS votes and competitions. Inbound SMS votes are directly delivered to a voting application instead of being subject to traditional management provided by the SMSC infrastructure.

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About Symsoft

Symsoft is an international system and value added services vendor focused on generating competitive edge for mobile, fixed and IP based operators worldwide. Our main product areas are online charging and messaging. Renowned for its ability to deliver, Symsoft enables operators in an increasingly competitive world to improve both attractiveness and ARPU. All application solutions are based on the carrier grade Nobill platform which exceeds operators' requirements for business critical functions due to its modular platform architecture and innovative technology. Symsoft's customers include leading telecom operators such as Millicom, Polkomtel, Qtel, Saudi Telecom, Telefónica, Telenor and TeliaSonera. Founded in 1989 and headquartered in Stockholm, Sweden, Symsoft has local presence in four regions and operational systems in more than 30 countries. For more information, please visit www.symsoft.com