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## **NEWS RELEASE**

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### **ITS Teams with HP to Help Rogers Wireless and Fido Succeed with North America's First Mobile Caller Name**

**Richardson, Texas:** Integrated Telecom Solutions, Inc. (ITS), a Richardson based mobile solutions company, announced today that it teamed with HP to help Rogers Wireless and its subsidiary, Fido, deliver Name Display to their customers in Canada.

Name Display is the first wireless service in North America that enables customers to see the name of the person calling them, before the call is connected, even if the person is not in their mobile address book.

Rogers Wireless, Canada's largest wireless operator with more than 6.2 million GSM-based customers, also offers a complementary service, which shows the number of the person calling. Similar to Caller ID on landline phones, the new services are equally popular among mobile customers. Rogers Wireless and Fido customers pay about \$8 per month for the combined services.

The Name Display service is based on ITS' Wireless Caller Name (WCN) software, which is a part of ITS' Enhanced Caller Name suite of solutions. Both the ITS WCN and HP OpenCall software for service providers run on carrier-grade HP NonStop servers, which provide the mission-critical reliability and linear scalability that Name Display requires.

Rogers Wireless leveraged HP's extensive network expertise, consulting and integration services as well as the HP OpenCall Intelligent Network Server software to facilitate SS7 signaling connectivity, operations, administration and provisioning functions.

"Once again, ITS has teamed with HP to provide a valuable combination of technologies for the customer," said Arshad Syed, CEO, ITS. "Rogers Wireless continues to enhance mobile phone services for their subscribers and we are especially pleased to help with their efforts."

"HP and ITS provided the key technologies and expertise that reduced complexity, and helped Rogers get to market quickly with a high value service that is seamless and simple," said Steven Dietch, Director, Marketing, OpenCall Software, HP. "The successful Name Display service is the result when you combine ITS' WCN application, HP OpenCall software, the HP NonStop platform, and many years of network infrastructure experience."

Both ITS and HP worked with Rogers Wireless' switch vendor, Ericsson, to enable the Name Display service in the network.

### **Integrated Telecom Solutions, Inc.**

Founded in 1996, Integrated Telecom Solutions, Inc. (ITS) is a privately held mobile solutions company with an innovative and attractive solutions portfolio as well as an extensive worldwide customer base.

For detailed information regarding Integrated Telecom Solutions, Inc., and their proven, reliable solutions, visit their website at [www.2its.com](http://www.2its.com), email [marketing@2its.com](mailto:marketing@2its.com) or call 1.972.664.0711.