

## FOR IMMEDIATE RELEASE

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### **SYNDESIS EXPRESS RECOGNIZED AS FINALIST FOR “BEST NEW PRODUCT” IN 2007 BILLING WORLD & OSS TODAY EXCELLENCE AWARDS**

Press Release

TORONTO, Canada – March 6, 2007 – Syndesis announced today that it has been named as a finalist for “Best New Product” in the 2007 Billing World and OSS Today Excellence Awards, which recognize the best vendors in the billing and operations support system (OSS) segment of the telecommunications industry.

Syndesis was selected as a finalist for its Syndesis® Express™ product, a pre-integrated, fulfillment OSS solution bundle that provides off-the-shelf, subscriber-centric fulfillment for IPTV, VoIP and other content-based offerings, with a single, unified platform. Syndesis Express is unique in the industry for its ability to coordinate both content and connectivity, which is essential for simplifying and automating the delivery of content-based services. The Express solution bundle was built based on Syndesis’ production-proven fulfillment technology, which is central to five of the industry’s leading IPTV offerings, including those offered by Tier 1s in North America and Europe. This week at IPTV World Forum in London, Syndesis is unveiling IPTV Express, a new version of Syndesis Express that is optimized to automate the fulfillment of IPTV services.

“We are proud that Syndesis is a strong contender for an award that celebrates the very best products in our industry,” said Mark Fowlie, Executive

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Vice President of Sales and Marketing for Syndesis. "Many of the world's largest service providers trust Syndesis to play ever-increasing roles in service fulfillment and these commitments are further validation that our powerful, scalable software is truly world-class."

"The competition is fierce as usual, so being selected as finalist is truly a recognition of the excellence your company is bringing to the OSS/BSS sector and its customers," said Ed Finegold, Editor-in-Chief of Billing World and OSS Today, in communicating the recognition to Syndesis.

Winners will be announced at an awards gala in Chicago (USA) on April 25th as TeleStrategies kicks off Billing and OSS World 2007.

Syndesis Express is the industry's first fulfillment solution to offer comprehensive fulfillment for both content and connectivity, with groundbreaking capabilities for automatic orchestration between the two. Syndesis Express automatically ensures that applications receive the connectivity and Quality of Service (QoS) that they need. The solution leverages modular components, optimized separately to handle the content and connectivity components of a service, pre-integrated with a service manager that orchestrates between the two.

For example, IPTV Express automatically shapes connectivity – regardless of network infrastructure – to meet the needs of higher-level IPTV applications that serve up content, enabling facilities-based providers to turn their networks and QoS into a competitive advantage over pure application providers.

This means that with IPTV Express service providers have a single, unified platform that can:

- Manage advanced IPTV services that deal with individualized channel configurations, enable remote DVR settings, establish regional blackouts and substitutions and enable automated customer PIN resets.

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### **Syndesis**

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- Establish zero-touch provisioning of services, including auto-configuration of set-top boxes, to fully automate and simplify IPTV service fulfillment.
- Offer High Definition TV (HDTV) by automatically configuring network connectivity to meet QoS and policy requirements of HDTV, independent of underlying network technologies.
- Support efficient rollouts and upgrades of Residential Gateways through pre-integration with auto configuration servers that utilize TR-069 or equivalent functionality.
- Speed time-to-market and reduce risk with Syndesis' off-the-shelf support for leading IPTV vendors such as Alcatel, Microsoft, 2wire and more.
- Leverage a graphically rich service creation environment to speed new service definition, enabling faster time-to-market for competitive offerings.

Additional information about Syndesis Express is available at [www.syndesis.com](http://www.syndesis.com).

About Syndesis ([www.syndesis.com](http://www.syndesis.com))

Syndesis is the worldwide leader in OSS solutions powering the new communications subscriber experience, with production-proven solutions for advanced service offerings, such as Triple/Quad Play, VoIP and IPTV, and advanced architectures, such as IMS. Syndesis empowers the world's leading communications service providers to deliver new network and application experiences for their customers. Renowned for customer success, in-depth network expertise and off-the-shelf support for more technologies and equipment than any other communications software developer, Syndesis is the vendor of choice in deployments at leading service providers worldwide including AT&T, Bell Canada, BT, Cingular, COLT, NuVox, Qwest, Swisscom, Telecom Italia, Telefonica, Telstra, TELUS, Verizon Business and Verizon Wireless.

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