



## **Starhome Awarded Celtic Bronze Excellence Award for its Contribution to EnComPAs2 Project**

*Starhome's avant-garde technology takes us one step closer to reducing road accidents with its SMS to Voice solution for motorists.*

**ZURICH, 05 May, 2010** - Starhome®, the leading provider and acknowledged driving force of roaming services for mobile network operators, shares the Celtic Bronze award with the five project partners in the EnComPAs2 Project. Starhome contributed its IMS connectivity technology for the project which includes mobile services such as smart call routing between GSM/UMTS and Wi-Fi. The project also includes Starhome's advanced SMS to voice solution for motorists. The advanced solution, accredited for its contribution towards road safety, captures an incoming text message and converts it to a voice call, leaving drivers to concentrate on the road.

The Starhome concept links mobile networks and (extended) home networks for the first time, enabling mobile operators to provide value added services for the home, the car and other home surroundings. The implementation combines the Next Generation Network architecture, consisting of LTE (Long Term Evolution)/EPC (Evolved Packet Core) which embeds the IP Multimedia Subsystem (IMS), and a home/car residential gateway. Starhome is providing the LTE/IMS connectivity for the project, including mobile services such as smart call routing between GSM/UMTS and Wi-Fi, depending on the user location.

As part of the Celtic EnComPAs2 (Enabling Community Communications – Platforms and Applications) project, the consortium team developed an innovative concept of services for the “extended home.” This environment includes the home, the car and other remote sites acting as a virtual home environment, enabling remote access to home content such as videos, photos, music and other media.

Celtic is a European R&D programme that initiates and runs privately and publicly funded Information and Communication Technology (ICT)/telecommunications R&D projects. EnComPAs2 is being led by Telefonica I+D (the research division). Consortium members include Acciona Infraestructuras and Ikerlan from Spain, and TNO ICT from The Netherlands.



Shlomo Wolfman, co-founder and COO of Starhome, believes that Starhome's concept has the potential to revolutionize the convergence market. "Completing integration was an important step for Starhome and our consortium partners in the development of this cutting-edge technology. This project has the potential to significantly enhance the mobile landscape by both improving the home service environment and extending its reach. We are always pleased to work with like-minded partners in order to create concepts that will improve the industry as a whole."

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#### **About Celtic EnComPAs2**

The EnComPAs2 (Enabling Community Communications – Platforms and Applications phase 2) project focuses on the implementation of an end-to-end provisioning platform and converged residential services suite, including the "Extended Home" concept and the "Ambient Intelligence" concept. These areas fit the home services market trends, enabling European companies to assume a leadership position. The starting point of the project is the activities completed in Encompas phase 1.

#### **About Starhome**

Starhome is a field proven leader in roaming solutions whose cumulative knowledge and expertise has made it the roaming partner of choice for mobile operators. Since its establishment in 1999, Starhome manages and monitors over 900 roaming solutions for over 178 mobile operators in 118 countries worldwide.

Starhome's solutions address all key roaming requirements and specifically target three distinct areas of activity at the mobile operator. For **Retail**, Starhome offers seamless solutions to stimulate and increase roaming traffic and usability. For **Wholesale**, our powerful solutions enable teams to meet their wholesale targets and IOT discount agreements. For **Operations**, our mission-critical solutions optimize network efficiency and reduce cost of ownership.

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