



CONSENSUS BETWEEN MOBILE OPERATORS APPROVES USE OF THE GATEWAY LOCATION REGISTER (GLR)

Starhome continues to deploy its 3GPP standard Gateway Location Register

Zurich, Switzerland, April 1, 2010 – One of the key issues in today's mobile roaming market is the challenge faced by network operators to protect revenues. Since inbound traffic provides the visited network operator (VPMN) with the bulk of total roaming revenue, any loss of inbound roamers causes an immediate impact on the balance sheet. Consequently, network operators are placing a greater emphasis on home network control to maintain inbound roamers and reduce network costs.

The Starhome® Gateway Location Register™ works by providing a mechanism for aggregating individual MSCs (mobile switch control) to reduce the MAP (Mobile Application Part) signalling between the HPMN (Home Public Mobile Network) and the VPMN (Visited Public Mobile Network). As a result, the Gateway Location Register provides the VPMN with the ability to significantly reduce the amount of signaling messages sent to its signaling provider and toward other Home Public Mobile Networks (HPMNs).

Throughout the last 10 years, Starhome has led the roaming market with pioneering solutions. Its Gateway Location Register was the first solution of its kind to be introduced to the market more than three years ago, gaining Starhome a strategic advantage over its competitors.

Starhome's experience of providing more than 65 successful live installations of its Gateway Location Register solution has shown that it is the preferred solution, providing proven results while complying with GSMA standard recommendations.

Shlomo Wolfman, co-founder and COO of Starhome commented: "Operators can feel confident of using Starhome's Gateway Location Register as a means to increase their inbound market share. The Gateway Location Register is a standard and legitimate form of practice to manage and optimize operator's inbound roaming traffic".



The Starhome® Gateway Location Register™ has enhanced capabilities that go beyond the 3GPP standard; with more than 65 implementations of the Gateway Location Register, 20% of which are in Tier 1 operators, the solution provides the network infrastructure with intelligent roaming capabilities to monitor, manage, optimize and maintain a high quality of service for inbound roamer traffic.

About Starhome

Starhome is a field proven leader in roaming 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.