



Starhome Awarded Patent for Intelligent Border Roaming

Patent awarded for Starhome's Intelligent Border Roaming technology to help operators keep subscribers on home network near international borders

LONDON February 29 2008 – Starhome, the leading provider of roaming services and converged solutions, today announced that it has been granted a patent in the US (No. 7 333 808) for its Intelligent Border Roaming™ technology. The patent is based on Starhome service node architecture for controlling and steering border roaming, which prevents subscribers of the home network from inadvertently registering to cross border foreign networks with strong coverage.

The Intelligent Border Roaming™ solution ensures home network operators keep subscribers in their network when travelling near international borders. The Intelligent Border Roaming solution is based on the underlying technology of Starhome's Intelligent Preferred Network™ solution, as well as Starhome's field experience in steering handsets to preferred networks. It controls all registration attempts of roaming subscribers and analyses the sequence of roaming events to identify any registration to foreign Visitor Location Registers near the border. The application then uses rejection algorithms to prevent handsets from selecting the foreign networks, and therefore reselect the home network.

As an added advantage, the home network operator can continue serving outbound subscribers who cross borders but stay within the range of the home network, further increasing network traffic and revenues.

Orly Neshet, VP of Marketing at Starhome commented: "Most subscribers, unaware their handset has switched to a foreign network, continue to make and receive calls freely, resulting in high international tariffs and dissatisfaction when the bill is received. At the same time the home operator loses revenues. With International Border Roaming, operators have a solid tool to prevent these incidents, and in turn generate more traffic and revenues within the network, save unnecessary compensation costs and maintain subscriber satisfaction."



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About Intelligent Preferred Network

The patented Intelligent Preferred Network® solution enables you to dynamically steer outbound roamers to preferred VPMNs. Even in a complex roaming environment, network selection is easily controlled and optimized according to your priorities and business objectives using three feature-rich layers:

- Integrated Traffic Steering - three different steering control methods that work independently or together:
 - SS7 signalling - controls handset registration process
 - OTA / SIM control - management of SIM data via OTA media
 - Hybrid - integrates SS7 and SIM technologies for best redirection efficiencies and response time for users, and minimal signalling traffic
- Application - Robust, rule-based and customizable GSMA SoR compliant application logic
- Provisioning - user-friendly GUI interface gives easy control over network selection for any subscriber, handset or network.

**The core technology of Intelligent Preferred Network is patented in the USA and Europe.*

About Starhome

Starhome is the leading provider of roaming services and converged solutions for mobile network operators.

As the recognised driving force in the industry, Starhome continues to innovate as the mobile market evolves, focusing on service mobility that enables users to seamlessly roam between networks, technologies and devices.

In addition to the full range of international roaming services, Starhome's portfolio includes inter-network convergent solutions for fixed, IP and wireless networks. These solutions have proven to generate revenue quickly and reduce network expenses.

Starhome's dedicated staff and commitment to quality ensure reliable products, fast implementation and professional support throughout the product lifecycle. The company's global footprint includes the world's largest operators and groups – together providing true seamless service mobility for more than half of all roamers worldwide.

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