



## **Starhome® Awarded Hong Kong Patent for Steering of Roaming**

*Patent awarded for Starhome's Intelligent Preferred Network® (IPN) technology to help operators with SoR*

**Zurich, June 12 2008** – Starhome, the leading provider of roaming services and converged solutions, today announced that it has been granted a patent in Hong Kong Patent (No.1068490B.) for the core technologies of its Intelligent Preferred Network (IPN) solution.

Starhome's unique service-node architecture is a major component of this patent, which allows operators to manage the registration process of its subscribers as they roam in visited mobile networks. In addition, the patent includes Starhome "Hybrid" technology, the combination of the service-node signalling platform and a SIM-based preferred network solution.

Starhome's Intelligent Preferred Network® service allows mobile operators to steer their outbound roamers to preferred roaming partners. IPN allows operators to control the selection of the visited network and therefore meet their overall roaming objectives.

The value of Starhome's IPN solution is that it allows operators to implement Steering of Roaming (SoR) according to their specific business and technical preferences and priorities, such as: group alliances, coverage, traffic volumes, and Quality of Service. Another key benefit of Starhome's Intelligent Preferred Network (IPN) solution is that it gives operators a stronger position when negotiating Inter Operator Tariff (IOT) agreements with other Mobile Network Operators to achieve better tariffs and improve their revenues.

"This patent acknowledges Starhome as the recognized driving force in the market and our dedication to delivering pioneering solutions, which maximize operators' roaming revenues. These innovative solutions reduce network costs, improve user satisfaction and deliver a fast ROI." comments Amit Daniel, AVP Marketing at Starhome. "As Starhome works towards developing partnerships in Asia - and worldwide - we will continue to further advance our technology to meet the needs of our clients and their end users."



The newly issued patent is a further milestone in Starhome's knowledge portfolio which includes, amongst others, 15 registered patents, such as those related to Starhome's Intelligent Call Assistant® solution and Starhome's Virtual Home Environment solutions, as well as over 80 pending applications for Starhome's technology and services in various jurisdictions worldwide.

-ENDS-

#### **About Starhome**

Starhome is the leading provider of roaming services and converged solutions for Mobile Network Operators. As the recognised driving force in the market, Starhome continues to innovate as roaming evolves to extend service connectivity for users as they go from one network to another. The Starhome portfolio now includes inter-network convergent solutions for fixed, IP and wireless networks, in addition to the full range of international roaming services. These solutions have proven to generate revenue quickly, reduce network expenses and give users the freedom to roam through any zone.

Starhome's dedicated staff and commitment to quality ensure reliable products, fast implementation and professional support throughout the product lifecycle. Starhome'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.

#### **Media Contacts**

Kirsten Scott / Dianne Canham

éclat Marketing

E-mail: [star@eclat.co.uk](mailto:star@eclat.co.uk)

Tel: +44 118 989 5600