



Prepaid Anywhere™ Solution

Enables seamless prepaid roaming unilaterally, and eliminates the need for CAMEL agreements.

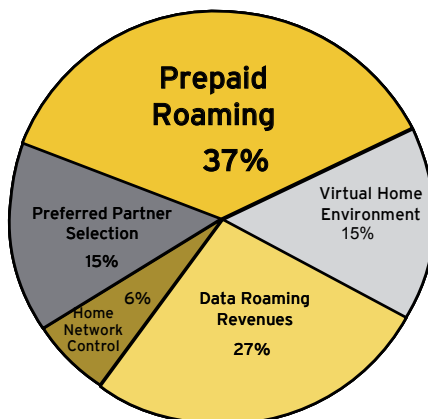
Current Situation

Prepaid mobile services have created a new business model for operators, and are now the main focus in their future strategies (please see the pie chart below). Although cost is a significant factor regarding prepaid customers' loyalty, improved service mobility is a more effective means of ensuring long-term prepaid business. Today, prepaid roaming is possible via the customized applications for mobile networks enhanced logic (CAMEL) standard, or unstructured supplementary services data (USSD) callback. However, CAMEL implementation requires substantial investment in new infrastructure, and

therefore is not implemented or updated by all operators. In addition, USSD is a complicated experience for the end user, which may cause subscribers to avoid using it.

Starhome's Solution

Starhome's® Prepaid Anywhere™ Solution is unique, due to its intuitive, "post-paid" user experience. The solution enables seamless prepaid roaming unilaterally, and eliminates the need for any interworking process with the visited network. Operators will possess the ability to provide global prepaid roaming coverage to their prepaid subscribers once there is a roaming



Source: Informa Telecoms & Media Global Mobile Roaming Strategic Report prediction for 2005-2010

Benefits of Starhome's Solution

Starhome's solution is beneficial for both operators and subscribers:

- For operators:
 - Unilaterally increases the outbound prepaid roaming footprint
 - Seamlessly operates alongside the existing CAMEL footprint
 - Enables real-time billing for mobile-originated calls
 - Easily manages subscribers roaming through "black" and "white" lists
 - Simple provisioning of service and subscriber information
- For subscribers:
 - Freely roam on any networks with which the HPLMN has a standard roaming agreement
 - Dial as if you are at home (home country destinations do not need to have country code placed in front of the dialed number)
 - Prepaid roaming is possible in any roaming-enabled network
 - Access to home VAS using the same dialing codes



Prepaid Anywhere™ Solution

agreement with the visited network, therefore increasing revenues.

Starhome's patent - pending solution, nominated and short-listed in the "Best Roaming Product or Service" category by the GSM Association (GMSA) in 2007, allows outbound prepaid subscribers to dial and send SMSs as if they are at home, meaning that there is no change in user behavior.

Prepaid Anywhere utilizes a SIM-based applet, alongside Starhome's IntelliGate™ Service Mobility Platform. This combination allows seamless prepaid roaming.

Turning Prepaid Into Postpaid

Starhome's Prepaid Anywhere solution enables prepaid roaming in any network by providing the home operator with all the necessary information and tools to control and charge their outbound prepaid roamers. One of the key features of Starhome's service is the ability to detect outbound roamers when they register in a visited network. IntelliGate detects this registration process, activates a SIM

applet on the roamer's SIM card and then activates the prepaid roamer's account for roaming. The SIM applet is a secured applet that controls all call attempts. Call details are transmitted to the home network via USSD and all calls are connected via the Starhome platform in the home network. As this identifies the caller, the prepaid account's balance can be checked before the call is connected. This service is based on the same IntelliGate platform used by Starhome's other outbound roaming services (for example, Intelligent Call Assistant® Solution) and is fully integrated to the home operator's prepaid system for billing.

Key Features

- SS7 probes to detect outbound roamers' update location messages
- Complete call control, using a SIM-based applet on the roamer's SIM card
- Prepaid service control point (SCP) integration using intelligent network (IN) protocols (for example, CAMEL Phase 2)
- Visited public mobile network (VPMN) provisioning for service activation
- User-friendly graphical user interface (GUI) for service provisioning
- Counters for report generation
- Simple Network Management Protocol (SNMP) traps for service and system monitoring

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 maintains over 900 roaming solutions for over 178 mobile operators in 118 countries worldwide. Starhome's solutions address all key

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

Contact us: Phone: +41-44-380-6777, Fax: +41-43-222-6768
Email: info@starhome.com, Web site: <http://www.starhome.com>

This material describing Starhome is for general information purposes and may be modified by Starhome at any time without notice. The information disclosed in this document is disclosed on an "as is" basis, and Starhome shall not be liable for the accuracy or completeness thereof. This material is the proprietary and/or confidential information of Starhome, and may not be disclosed, copied or transferred to any third party without Starhome's prior express consent. Starhome, its logo and service names are registered trademarks or trademarks of Starhome GmbH. All other marks are the property of their respective holders. © Copyright 2002-2010 Starhome. All rights reserved.