

Founded

Airwide Solutions was founded through the merger of Taral Networks and Sema Messaging Solutions and is a privately-held organization. In 2007 Airwide acquired First Hop of Espoo, Finland, forming the industry's number one messaging gateway and mobile service control provider.

Airwide's Mission

Airwide Solutions has one focus: To help mobile operators reduce their costs of operation and enable them to introduce new revenue-generating services related to mobile data.

Company Overview

- The global-market-leading provider of next-generation mobile messaging and wireless internet infrastructure, applications and solutions.
- Recognized as an industry leader, Airwide has been driving mobile messaging and wireless internet technology development since 1992.
- The company develops and delivers innovative solutions to some of the world's most demanding and sophisticated messaging networks, setting the standard for high performance.
- A truly flexible approach — Airwide's open architecture enables operators to effectively monetize their mobile messaging growth without disrupting existing infrastructure.

Track Record of Innovation and Success

The company has a long history of success. For

almost 20 years, Airwide has helped boost customers' messaging revenue streams and subscriber confidence, while protecting infrastructure investment.

- A history of industry firsts — From the first text message ever sent to the introduction of the first SMS router and A2P MMS product, Airwide continues to pioneer new technologies.
- Continuing to break new ground — Introduced OSF to help operators separate service innovation from delivery optimization.
- A record of tested, proven products — A commitment to protect infrastructure investment and minimize disruption and risk during new technology introductions underpins all Airwide's product development.

World Class Customers

- Airwide's products have been selected by more than 150 wireless operators in 68 countries.
- Members of the Vodafone Group, members of T-Mobile Group, Telstra Australia, Zain, Telefonica, Bell and Leap/Cricket have chosen Airwide as the supplier of choice for next generation mobile messaging and wireless internet infrastructure, applications and solutions.

Airwide's Commitment

For nearly 20 years, Airwide Solutions has served as a trusted advisor to operators worldwide, using innovative approaches to help increase revenues, reduce costs and meet business, operational and network goals. Throughout this time Airwide has earned a reputation for quality and a proven record

of delivering high-performance, scalable and reliable solutions.

Fundamental to all of Airwide's product development is a commitment to protecting customer infrastructure investments and minimizing disruption and risk as new technologies are introduced. By utilizing an architecture that separates service innovation from delivery optimization, Airwide helps protect messaging revenue and subscriber confidence.

Continuing Airwide's history of innovation, the company enables operators to leverage network assets, subscriber relationships and usage data, to enhance apps and mobile services so customers will want to access them time and time again.

The Airwide Advantage

Airwide customers enjoy tangible benefits:

- Increased revenues from new services that can be more rapidly deployed
- Reduced OPEX and CAPEX costs
- Protection of existing infrastructure investments
- Scalability and minimizing risk of deploying new services
- Minimizing risk from malicious traffic

Global Coverage

Airwide has offices in Europe, the Americas, Asia Pacific, the Middle East and Africa and operates a dedicated 24x7 support team. Visit our website for full contact details at www.airwidesolutions.com

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AirMessenger

The AirMessenger product family of SMS Routers, MMS Routers, SMSC's, MMSC's, personal applications and storage capacity provides the operator with a flexible set of messaging components for the application, storage and access layers of the messaging architecture, opening up new revenue opportunities for operators and reducing the cost of modernizing the network architecture.

- AirMessenger SMSC: Complete package for delivery and storage of P2P and A2P SMS.
- AirMessenger MMSC: "In-a-box" optimized delivery and storage for P2P and A2P MMS.
- AirMessenger Router: Optimizes messaging infrastructure with first delivery attempt, load-distribution and routing intelligence.
- AirMessenger Personal: Enhances P2P messaging by enabling personalization services and includes a pre-built family of applications.
- AirMessenger Store: High-performance independently scalable storage for messages awaiting delivery.

AirGuard

The AirGuard product family encompasses Airwide's mobile security products and protects wireless subscribers against mobile handset theft and fraud, as well as messaging spamming, spoofing, flooding and viruses.

- AirGuard EIR: Provides advanced theft prevention, fraud detection, and device intelligence capabilities.
- AirGuard AntiSpam: Full-featured protection from messaging fraud, spam, flood, and revenue leakage.

AirGate

The AirGate family of gateways serves as the heart of a mobile service delivery platform that allows operators to unlock that potential with advanced service innovation and delivery optimization across a wide array of mobile service channels – SMS, MMS, WAP Push, USSD and mobile web. It enables operators to enhance services from a 3rd party ecosystem with assets like messaging, location, billing, presence, preferences, and many more.

- AirGate Multimessaging: Enables rapid service innovation and deployment and low-cost converged service management across the SMS, MMS and WAP Push channels.
- AirGate USSD: Lets operators take advantage of providing ubiquitous, low-cost interactive services.
- AirGate Web: High availability mobile internet gateway designed specifically to meet the requirements for rich media content.

AirManager

The AirManager family of Airwide products ensures that operators have all of the tools needed to plan, forecast and manage their messaging infrastructure resources.

- AirManager Admin: Flexible, reliable, and user-friendly central management interface for all Airwide products.
- AirManager Reporting: Delivers accurate, flexible, and up-to-date information about messaging traffic and value-added services.
- AirManager Profile: Carrier-grade, central subscriber repository that supports multiple communications channels and intelligent services.

