



Vopium Wins GSMA joyn Innovation Challenge

COPENHAGEN, Denmark – 21 February 2013 The GSMA has selected Vopium, a leading innovator in global mobile communications, as winner of the prestigious new GSMA joyn™ Innovation Challenge. Vopium's unique Smart Remittance solution was unanimously appointed as the winner by all judges, representing operators, developers and service providers.

Smart Remittance

Last year an estimated \$70 Billion was sent to India alone. Currently available market solutions are challenging and expensive to use, especially since many receivers do not have bank accounts. Vopium has invented a new solution that increases revenue from remittance and helps operators retain valuable customers.

The Smart Remittance solution enables easy and secure transfer of money across borders and helps users keep in touch with loved ones. Enabled by joyn, users can transfer money directly to and from their operator balances. Users without joyn will be able to get money paid out via unique message codes. The Smart Remittance solution is thus fully flexible and scalable across users, devices, markets and operators.

"The joyn Innovation Challenge judges felt that the Vopium entry demonstrated how, by using network APIs, the basic functionality of Rich Communications can easily be expanded to provide an effective solution to the opportunity presented by mobile remittance," said Graham Trickey, Senior Director, GSMA.

Vopium will showcase the solution during Mobile World Congress 2013 in Barcelona on the GSMA Pavilion's Innovation Laboratory, as well as on Vopium's own stand, at App Planet Hall 8.1 H44.

"Beyond the Smart Remittance solution, this award proves that Vopium is an innovative and leading provider of rich communication solutions", says Vopium CEO Tanveer Sharif, *"Vopium can today provide partners with proven OTT solutions, as well as innovative solutions and transitions to joyn/RCS based solutions."*

About Vopium

Vopium means mobile communication without borders. Our white label solutions enable mobile and broadband operators around the world to extend their existing portfolio of voice and messaging service to mobile *apps* on iPhone, Android, Blackberry and Windows Phone. Customers include T-Mobile, Virgin Media and KPN. In 2010 Vopium received funding of USD 16.5M from international telecommunications investor Raghuvinder Kataria. Vopium is listed on the NYSE Euronext Paris Exchange. For more information, please visit <http://www.vopium.com>

Additional information

Joyn is the consumer facing brand of the GSMA's Rich Communication Services, delivering compelling mobile experiences. The GSMA is the association of mobile operators and related companies, spanning more than 220 countries and 800 operators.

Press Release



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Joyn Innovation Challenge: <http://www.gsma.com/rcs/joyninnovationchallenge/entry-judging/>