



Bay Talkitec Launches India's first 3G VAS at MTNL Delhi

Delhi, December 29, 2009: Bay Talkitec, a pioneer in and a leading provider of unified contact center solutions and Next Gen VAS Platforms & Solutions, announced today the deployment of its 3G Value Added Services with state owned MTNL (Maharashtra Telephone Nigam Ltd) in Delhi. Bay Talkitec will have the distinction of being the first company to have deployed a 3G VAS platform for live 3G services in India. The announcement was made today at a press conference hosted by Mr. R.S.P Sinha, Chairman and Managing Director, MTNL in the national capital.

The key feature of Bay Talkitec's 3G applications and services is that the customer need not subscribe to any mobile data plans. Customers can avail them just by dialing a video call to the MTNL Video Portal and choosing a 3G service from a list. It's a one touch convenience for the customer. Video SMS, YouTube upload, Mobile Video Conferencing are the initial few services that MTNL will launch on the platform.

Bay Talkitec's Next Gen VAS SDP is a single box solution and highly scalable platform supporting all mobile networks right from 2G to 3G including NGN (Next Generation Network). The platform has built-in ready VAS Applications including voice based services like CRBT, Voice SMS, Call Management, Voice Portal and Video applications such as Video SMS, Video Portal, Mobile TV, Video CRBT, Mobile Video Marketing and more. It has been designed so as to help launch all essential services quickly, with low TCO and high ROI, and the built in media gateway makes it possible to provide services using SIP (Session Initiated Protocol) and SIGTRAN, suitable for NGN environment.

Announcing the deployment and partnership with MTNL, D.Arunan, Director, Bay Talkitec said, "We are proud to be associated with MTNL and look forward to support them in the launch of their new 3G services. The platform is user friendly and access to our 3G VAS applications is easy, which will help MTNL grow their subscriber base and increase VAS revenues. We will be adding more innovative 3G applications like video greetings, video ring back tone, mobile video yellow pages, video juke box and mobile TV to the platform soon."

For more Information on the 3G VAS Services offered to MTNL please [click here](#)