



uReach Technologies Announces CSF Release 6

Third-Party Developers can Create Social Calling and Messaging Services

HOLMDEL, NJ (August 1, 2011) – uReach Technologies announces the launch of its Converged Services Framework (CSF), Release 6, which extends the ability of service providers to enable third-party developers to integrate new calling and messaging applications into their network. CSF 6 is available for customers interested in upgrading their current CSF platform or deploying new services. The new release adds OMTP API support for third-party visual voicemail and other applications as well as REST API support to facilitate integration with server based applications.

uReach's CSF is the industry's most advanced high-scale communications platform for telecommunications providers. CSF's LTE/4G compliant architecture provides a variety of specialty calling and messaging services. Customers such as Verizon FiOS, Bell Canada and Aircel (India) use CSF to deploy consumer and business applications including video messaging, visual voicemail, call screening, and one-number services.

CSF Release 6 facilitates 3rd party development of applications that work with the messaging systems deployed by uReach's carrier customers. To demonstrate the power of these new APIs uReach built its new flagship smartphone visual voicemail solution, TotalPlay Social Voicemail, on them. TotalPlay Social Voicemail is an Android smartphone application that interacts with the CSF, leveraging R6's social connectors to interact with Facebook and other networks to deliver a social visual voicemail experience to subscribers. The REST API also allows for integration with carrier systems, allowing for web access to voicemail, in addition to other carrier services, through a single portal thereby giving the subscriber one place to check for everything from billing to DVR programming to voice mail retrieval.

"Carriers realize that good ideas are coming from many different places" said Dave Ittner, CTO of uReach Technologies. "Our carrier customers want to give their subscribers access to the most robust set of capabilities that they can and this new CSF release lets them do exactly that."

uReach's CSF is the basis for Cloud services deployed both to and by service providers. CSF R6 is operating with General Availability from uReach's telco SaaS data center, and is available for in-network installations at wireless, broadband and wireline operators.

About uReach Technologies: uReach Technologies, Inc. is the leading provider of lifestyle messaging solutions for the service provider market. The uReach Converged Services Framework (CSF) offers a standards based and IMS-compliant approach for uniformly deploying value-added voice and data services across wireless, wire line and IP properties quickly, economically and in-scale. Running exclusively on open systems, uReach's mobile media and web, visual voicemail, unified messaging and one-number solutions are currently improving the way millions of consumer and small business subscribers around the world communicate every day. uReach Technologies is a privately-held company headquartered in Holmdel, NJ.

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