SoftBank Telecom Selects Openwave's Rich Mail Solution

TELECOM

Openwave Systems Inc., the leading provider of independent software products and services for the communications industry, today announced that SoftBank Telecom, the fixed-line telecommunications segment of SoftBank group and one of Japan's largest telecommunication companies, has selected Openwave(R) Rich Mail, an AJAX-based Adaptive Communications solution that provides a dynamic Web interface for broadband and mobile communications solutions. SoftBank Telecom recently launched its Rich Mail services to provide an innovative and feature-rich messaging experience its ODN and SpinNet Internet services customers.

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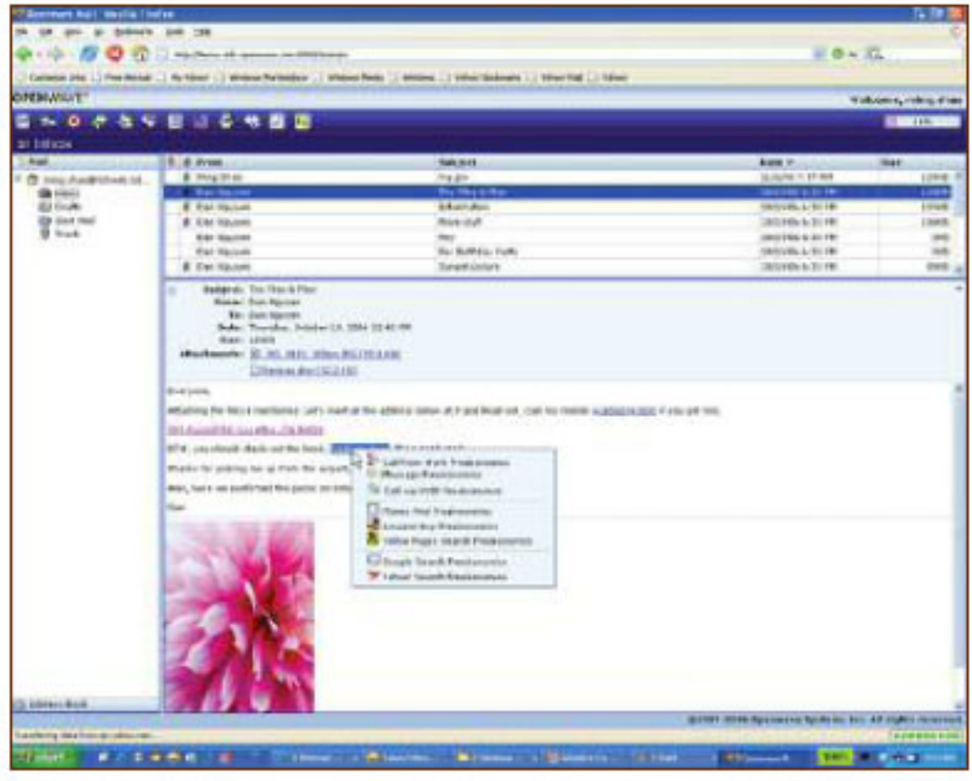
"SoftBank Telecom renewed its Web mail service to continue to provide higher value to customers of our ODN and SpinNet Internet services. We have positioned this service as a 'Next Generation Messaging Service' and the collaboration with Openwave has proven to be a successful opportunity to provide a state-of-the-art Internet service designed to improve the overall user experience," said Kiyoshi Shinano, Manager and Project Leader for SoftBank Telecom. "This Web Mail renewal is a pivotal service that demonstrates innovation being driven by our company. Openwave's Rich Mail solution allows us to provide our customers with an easy-to-use, unique messaging experience that provides us the competitive edge in the Web 2.0 content and communications market."

Openwave Rich Mail, part of Openwave's Adaptive Communications suite of products and solutions, will serve as the Web front-end for SoftBank Telecom's ODN Internet service, allowing SoftBank Telecom to offer a seamless Internet experience that combines content, communications and community into a seamless Web 2.0 Internet experience.

"The Web 2.0 experience is changing the way we communicate -- bringing together content, communications and community to create a seamless Internet experience across broadband and mobile markets," said Kaz Ishii, general manager for Japan, Nihon Openwave Systems. "Rich Mail, a key extension of Openwave's core messaging products, represents an opportunity for operators to deliver a dynamic, integrated Internet experience to their customers. We are pleased that SoftBank Telecom selected our Rich Mail solution and look forward to continue to work closely with them to bring innovative messaging and Internet services to their customers."

Openwave Rich Mail

Openwave Rich Mail is designed for carrier-scale deployment by broadband and mobile operators around the world and enables operators to brand and personalize their messaging and Internet offerings. Openwave Rich Mail offers operators the branding and personalization benefits of a Web-based interface coupled with enhanced functionality similar to a PC-based email program experience. Enhanced features include the ability to preview email content, "drag and drop" files, and enable the usage of contextual right-click menus. Rich Mail also allows service providers to incorporate added functionality, including e-commerce, voice calling, and information services such as location, traffic and news through contextual hyperlinks within email text. The Rich Mail service is opt-in/opt-out, based on a user's preference and only offers links to pre-determined services that an operator has selected.