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One97 Partners with Hewlett Packard for Enhanced Voice and 3G Applications for telco networks

HP OpenCall Powers Technology Development at One97

New Delhi, May 22, 2007 – One97 Communications, India's leading telecom solutions provider in partnership with Hewlett-Packard, has announced the setting up of a first of its kind 3G telecom and technology laboratory to research and develop technologies and applications for the 2.5G and 3G market. The research lab is powered by HP's OpenCall Media Platform (OCMP), the most comprehensive and mature voice service platform in the industry. HP OCMP enables rapid development and secure deployment of next-gen voice and video messaging, portals and enhanced interactive services.

With this partnership, HP recognizes One97 Communications' commitment to the development of high quality and innovative mobile applications. This relationship enables One97 to offer ready-to-install applications for 2G and 3G networks for the Indian as well as the Global markets. The R & D at the new laboratory will focus on creating applications for deployment and integration of HP platform with existing telecom networks including development of VAS applications.

According to Vijay Shekhar Sharma, Managing Director, One97 communications, "One97's vision and focus entails becoming a global VAS enabler through business and technology innovations. Partnership with HP provides us with the latest developments in network platforms and access to their worldwide support services to help build unrivalled capability as a global telecom VAS service provider."

Says T Srinivasan, Executive Director, HP Software: "We chose to partner with One97 Communications as they have a proven record of leadership in developing and executing innovative applications that cater to market requirements. HP is the global leader in the supply of 3G technological platforms and this relationship helps showcase this prowess."

HP OCMP supports development of the VoiceXML applications, as well as IP multimedia subsystem based services with its media resource function capabilities including next-generation voice mail, mass alarming and alerting, 3G video capabilities, personalized ring-back tone, video messaging and others. Scalable and backed by HP's worldwide delivery, support and services organization, the HP OCMP integrates easily with existing network architectures, allowing service providers to rapidly capitalize on near-term business opportunities such as large-scale interactive voice response (IVR) applications, unified messaging, virtual call centers and entertainment services.

About One97 Communications

One97 Communications Private Ltd is an integrated – voice, data and IN based – a leading telecom VAS player, and has one of the largest third party CTI infrastructure in India today. The company leverages its CTI platform to offer inbound and outbound call applications, SMS & WAP gateways for data services, and IN platform for USSD and network recharge services. One97 Communications provides this array of services to telcos, corporate clients and retail consumers. The end-goal of One97 Communications is to transform telecom networks into unrivaled media to deliver content, information and intelligent transactions to consumers worldwide.

Launched in December 2000, One97 Communications Pvt. Ltd. has quickly grown from a pioneer in the VAS space to a company that Business Today profiled and predicted as one of the hottest companies in India. One97 is setting benchmarks in Telecom VAS Innovation, creating applications that are unique, innovative and relevant in the domestic and international market. More information about One97 is available at www.One97world.com

About HP

HP focuses on simplifying technology experiences for all of its customers – from individual consumers to the largest businesses. With a portfolio that spans printing, personal computing, software, services and IT infrastructure, HP is among the world's largest IT companies, with revenue totaling \$94.1 billion for the four fiscal quarters ended Jan. 31, 2007. More information about HP (NYSE: HPQ) is available at www.hp.com.

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