

## **fonYou Telecom lets operators get on the Cloud**

*Spanish innovator announces the worldwide launch of its Online Mobile Telephony solution for operators at the Mobile World Congress in Barcelona*

*Barcelona, Spain; February 11th, 2010* – After its success in Spain, mobile operator fonYou Telecom is to offer its innovative Online Mobile Telephony platform to other mobile network operators. fonYou's solution allows operators to offer their customers total control of their mobile telephony services and gives them direct access to their call records, text messages and voicemails through any web browser.

Fernando Núñez Mendoza, CEO of fonYou said: "There is a new generation of customers who like to be self-sufficient – people who book online, do banking online and live online. It is for these people that we designed our Online Mobile Telephony service."

Shortlisted at Barcelona in the Mobile Premier Awards in Innovation, and recognised by Silicon Valley's Under the Radar as one of the hottest telecoms start-ups of 2009, fonYou successfully launched its own Online Mobile Telephony service in Spain last year.

The company is now offering mobile operators access to its technology platform and to its business expertise in service creation, delivery and management. Implementing the Online Mobile Telephony solution allows operators to introduce a new generation of online telephony features and to let customers manage their mobile phone account as if it were email. It gives operators a platform that can deliver high-value, cloud-based services that are fully integrated with their existing network infrastructure.

In the next quarter fonYou will be implementing its Online Mobile Telephony solution for its first group of mobile operator customers.

"With Online Mobile Telephony services operators can compete with the new generation of aggressive cloud-based models such as Google Voice, Ribbit or Skype, and get closer to their customers", said Núñez Mendoza. "In this new competitive environment, fonYou will empower operators to quickly launch new 'sticky' services, greatly improve the users' experience, and secure their position in the new and growing online market segments."

At the Mobile World Congress in Barcelona (February 15-18), fonYou Telecom will be demonstrating its service in the Courtyard, in the Spanish Pavilion, at CY11.

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**Note to editors**

*If you would like to try the fonYou service, please come to our booth at the Mobile World Congress to register for our trial. Where possible, we will set this up immediately and provide you with a Spanish mobile phone number you could use while in Barcelona.*

**About fonYou Telecom**

fonYou's mission is to reinvent mobile telephony for the internet era.

fonYou launched as an MVNO (Mobile Virtual Network Operator) in Spain on July 9<sup>th</sup>, 2009 (see [www.fonyou.com](http://www.fonyou.com)) after signing an MVNO agreement with Telefónica the year before.

Based on the success of its ongoing MVNO operations in Spain, fonYou now licences its services as a product (the "Online Mobile Telephony Platform") to other mobile operators around the globe (see [www.fonyoutelecom.com](http://www.fonyoutelecom.com)). The Online Mobile Telephony solution has been designed to be deployed as an enabling platform within operators' networks to allow them to offer Online Mobile Telephony services (i.e. cloud services) under their own brand to both new and existing customers.

fonYou is a real telecom operator with its own core network and service platforms. This technical architecture has been designed, developed and implemented by fonYou's Innovation Factory, the company's internal R&D team.

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