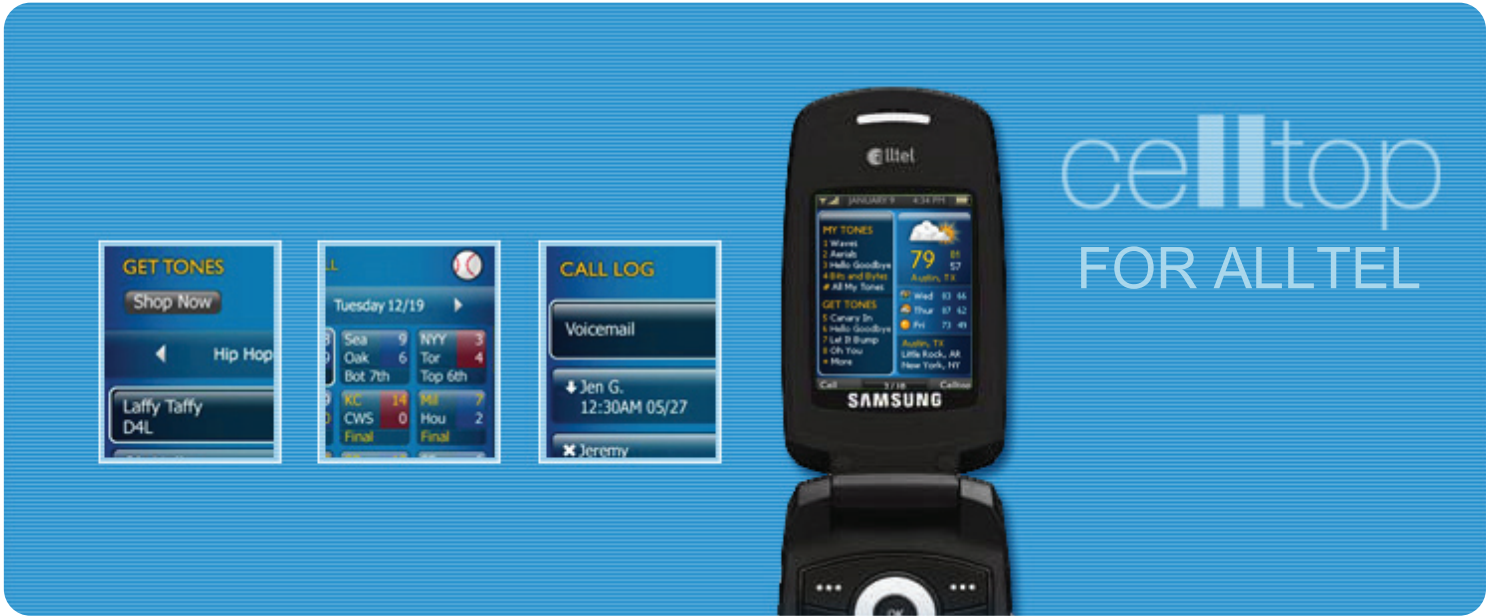


**Product Deployment – Aricent Celltop**


## Re-Defining the Subscriber Experience

“Celltop has been a tremendous success for Alltel Wireless. Celltop gives our customers easy, personalized access to important information on their phones, providing an exceptional wireless experience.”

Dow Draper, SVP of data and voice products, Alltel

### THE CLIENT - ALLTEL WIRELESS

Alltel, the owner and operator of the largest network in the United States serving more than 13 million customers, is the first service provider to deploy Aricent Celltop. Today, Celltop comes pre-installed as a standard offering on most Alltel feature phones.

### KEY CHALLENGES

Alltel, like many other service providers needed to increase annual revenue per user (ARPU.) Traditional mobile services, voice calls and text messaging were commoditized and profit margins were declining. The much publicized online data services and applications were not widely used. While mobile functionality had been increasing steadily, adoption rates among users were discouraging. New applications went unnoticed and undiscovered, in the face of usual mobile phone feature set; address book, voice calling, and SMS text messaging. Alltel was looking for ways to encourage data usage and adoption of value added services, and increase revenues.

The key challenges were to develop and deploy a solution that was:

- monetizable - promotes data services, increases content purchasing on the network,
- simple and enjoyable - simplifies navigation and content discovery
- easily deployable - smart use of technology, low maintenance
- unique - tangible differentiation
- visually appealing - brand reinforcement, rich aesthetic, customized look and feel

### ARICENT SOLUTION

Aricent deployed an innovative concept – Aricent Celltop. Based on the widget concept, Celltop combines rich aesthetics with high functionality: great interactions with effective performance - to make it easier and enjoyable for users to access data services, online information and applications.

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## Product Deployment – Aricent Celltop

### ARICENT SOLUTION

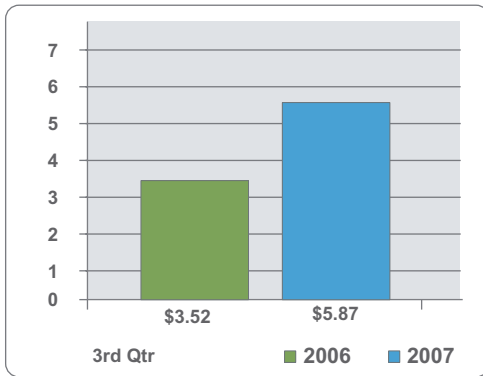
To enable Alltel maximize ARPU, Aricent deployed an innovative solution –Celltop. The engaging and enjoyable experience of Celltop lets consumers make greater use of their mobile devices by accessing, with few keystrokes, the information they regularly seek. Celltop also allows subscribers to personalize their mobile phone in a simple and intuitive way. For Alltel, Celltop is boosting data usage, hardware upgrades, and customer loyalty, while increasing revenue streams and market share.

A software development kit (SDK) created by Aricent provides a simple platform on which third party developers can generate additional revenue-generating widgets (Cells), which are accessible via a catalogue on the individual handsets.

Aricent took Celltop from idea generation to deployment as a standard application on multiple Alltel handsets in less than a year. And it is already showing measurable results. It's an excellent example of innovation and design driving service adoption and revenue.

### VALUE TO THE CLIENT

Alltel launched Celltop in January 2007. During 2007 Alltel experienced a massive 67% increase in data revenue per user, reaching \$5.87, driven in part by the introduction of Celltop. Alltel studies show that 45% of customers with Celltop installed on their phone use it on a monthly basis. Today, Celltop comes pre-installed as a standard offering on most Alltel feature phones.



**Data revenue per user in 2007, 3rd quarter, was \$5.87, a 67 percent increase from the previous year**

For more information on Aricent Celltop refer to <http://www.aricent.com/celltop>

**“Wireless carriers have been trying to solve the content discovery and navigation problem for years, and we are proud to be the first wireless carrier to deliver a technology that Provides a solution. With its modular cells and easy navigation, Celltop will change how our customers discover content and connect to information.” Scott Moody, director of data services, Alltel Wireless.**

Aricent is a global leader in communications software, providing strategic solutions that empower billions of people. By delivering the best and most innovative communications software in the industry, we're helping our clients change the world.

We have an extensive portfolio of services and products covering the full spectrum of communications software-from strategic design to implementation in the field. Our uniquely talented team of designers, consultants and engineers work to solve the most complex, high-impact challenges for our clients-the world's leading equipment manufacturers, device manufacturers and service providers.

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