



Press Contact: Christine Payne, PR Manager
+ 1 (416) 526-4878
payne@synthesis.com

**TELEMANAGEMENT FORUM NAMES SYNDESIS EXPRESS
AS FINALIST FOR 'BEST PRODUCT' EXCELLENCE AWARD**

Press Release

TORONTO, Canada – March 7, 2007 – Synthesis is pleased to announce that Synthesis® Express™ has been named as a finalist for “Best Product” in the inaugural TeleManagement Forum (TM Forum) Excellence Awards, which were created to honor industry leaders of today and tomorrow. Synthesis Express is a pre-integrated, fulfillment OSS solution bundle that provides off-the-shelf, subscriber-centric fulfillment for IPTV, VoIP and other content-based offerings. TM Forum is the second organization in 2007 to name Synthesis Express as a finalist in awards competitions recognizing the industry’s best products.

Synthesis Express is able to streamline fulfillment operations and support rapid, cost-effective introduction and delivery of advanced services. In addition, Synthesis Express provides rapid response times in dynamic environments via integrated management of content and connectivity, a common provisioning interface and high-volume activation capabilities that enable full flow-through automation for dynamic services and self-serve environments. Synthesis Express also provides greater agility in a competitive market by speeding the definition of new services, enabling faster time-to-market for competitive offerings and rapid “monetization” of networks, features, and applications. This week at IPTV World Forum in London, Synthesis is unveiling IPTV Express, a new version of Synthesis Express that is optimized to automate the fulfillment of IPTV services.

... continued



"Syndesis is pleased to have been recognized by the TeleManagement Forum and to be a strong contender in this important category," said Mark Fowlie, Executive Vice President of Sales and Marketing for Syndesis. "Our Syndesis Express solution suite is a central component of Alcatel-Lucent's OSS portfolio for Triple Play and next-generation services. It has also been selected by numerous service providers, including a European carrier that is deploying Syndesis Express to automate delivery of consumer IPTV and Triple Play services and a North American communications services provider that has deployed the solution to automate delivery of enterprise VoIP services and to support various hosted applications from the same platform. We look forward to bringing this production-proven technology to other service providers around the world in the months to come."

The TM Forum Excellence Awards will be presented on the evening of May 21, 2007 alongside TeleManagement World (TMW) Nice, the world's leading OSS and BSS conference held annually in Nice, France. Winners will be selected by an independent judging panel comprised of leading industry and subject matter experts, analysts, journalists and academics.

Syndesis Express is the industry's first fulfillment solution to offer comprehensive fulfillment for both content and connectivity, with groundbreaking capabilities for automatic orchestration between the two. Syndesis Express automatically ensures that applications receive the connectivity and Quality of Service (QoS) that they need. The solution leverages modular components optimized separately to handle the content and connectivity components of a service, pre-integrated with a service manager that orchestrates between the two.

For example, IPTV Express automatically shapes connectivity – regardless of network infrastructure – to meet the needs of higher-level IPTV applications that serve up content, enabling facilities-based providers to turn their networks and QoS into a competitive advantage over pure application providers.



This means that with IPTV Express service providers have a single, unified platform that can:

- Manage advanced IPTV services that deal with individualized channel configurations, enable remote DVR settings, establish regional blackouts and substitutions and enable automated customer PIN resets.
- Establish zero-touch provisioning of services, including auto-configuration of set-top boxes, to fully automate and simplify IPTV service fulfillment.
- Offer High Definition TV (HDTV) by automatically configuring network connectivity to meet QoS and policy requirements of HDTV, independent of underlying network technologies.
- Support efficient rollouts and upgrades of Residential Gateways through pre-integration with auto configuration servers that utilize TR-069 or equivalent functionality.
- Speed time-to-market and reduce risk with Synthesis' off-the-shelf support for leading IPTV vendors such as Alcatel, Microsoft, 2wire and more.
- Leverage a graphically rich service creation environment to speed new service definition, enabling faster time-to-market for competitive offerings.

Additional information about Synthesis Express is available at www.synthesis.com.

About Synthesis (www.synthesis.com)

Synthesis is the worldwide leader in OSS solutions powering the new communications subscriber experience, with production-proven solutions for advanced service offerings, such as Triple/Quad Play, VoIP and IPTV, and advanced architectures, such as IMS. Synthesis empowers the world's leading communications service providers to deliver new network and application experiences for their customers. Renowned for customer success, in-depth network expertise and off-the-shelf support for more technologies and equipment than any other communications software developer, Synthesis is the vendor of choice in deployments at leading service providers worldwide including AT&T, Bell Canada, BT, Cingular, COLT, NuVox, Qwest, Swisscom, Telecom Italia, Telefonica, Telstra, TELUS, Verizon Business and Verizon Wireless.

#