

## **Avea And Vringo Win Global Telecoms Business Innovation Award For Video Ringtone Service**

June 16, 2009 10:44 AM ET

*Award-Winning Service Expands to Reach Millions of New Avea Subscribers*

**NEW YORK—June 16, 2009**— Video ringtone pioneer [Vringo](#)™ and [Avea](#), Turkey’s youngest mobile operator, have won the Global Telecoms Business Wireless network infrastructure innovation award for their launch of world’s first paid video ringtone service. The announcement was made last night at the 2009 Global Telecoms Business Awards in London.

Vringo and Avea’s service, which [launched](#) in November, 2008, brings video and social ringtones to members of the carrier’s popular youth platform, [Patlican](#). Using the service, Patlican customers have access to Vringo’s [critically acclaimed](#) mobile application, WAP platform and library of more than 4,000 video clips. These users are among the first in the world to experience Vringo’s VringForward™ technology, which lets one send a selected video ringtone to a friend just by calling—a first for the mobile industry.

Building on the success of its Patlican trial, Avea and Vringo are rolling the service out to all Avea subscribers in summer 2009.

“Working with Avea to launch our video ringtone service has been a partner’s dream,” said Vringo CEO Jon Medved. “From giving consumers free data to encourage usage to marketing Vringo’s service via a full-blooded media campaign, Avea has been a true believer in our innovative platform. We’re excited to take our partnership to the next level, rolling Vringo out to millions of new subscribers.”

“Launching innovative services and business models is a large part of our vision of bringing innovation to our subscribers” said Avea VAS Director A.Ceyda Yildirim.

“Being recognized with a Global Telecoms Business award for our work with Vringo is a wonderful thing, as it signals what we knew all along: that we’re launching a powerful new platform.

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### **About Vringo**

Founded in 2006, Vringo is bringing about the evolution of ringtones. With its award-winning video ringtone platform, Vringo takes a sledgehammer to the traditional call signature, transforming the basic act of making and receiving mobile phone calls into a highly visual, social experience.

By installing Vringo’s application, which is compatible with more than 200 handsets, users can create or take video, images and slideshows from virtually anywhere, including Vringo’s 4,000-clips-and-counting video ringtone library or the Web, and make it into their personal call signature. In a first for the mobile industry, Vringo also lets its users select which video ringtone *their friends will see* when they call.

Vringo is backed by Warburg Pincus and by private investors. The company has been heralded by *The New York Times* as “the next big thing in ringtone” and by *USA Today* as having “to be seen to be believed.” To witness the next generation of ringtones and see a list of supported handsets, please visit <http://www.vringo.com/>.

### **About Avea**

Avea is the youngest and most innovative operator of Turkey with its more than 12 million subscribers. Offering services to 95.2% of Turkey’s population through its next generation network, the company is growing fast both in the corporate and individual services with the brand "Avea" and constantly investing in technology and infrastructure as well as in its management and

employees. Avea has over 2.515 employees and roaming agreements with 533 operators in 191 countries. Avea prioritizes customer needs and renders innovative and quality services with the latest technology accompanied by its vision of being the leading company offering the customers the best quality services.