

Ydilo will demonstrate “Ydilo Mobile” at the 3GSM Congress

- **Ydilo Mobile is the new innovative range of Ydilo services aimed at customer-care and value-added services for new-generation telephony**
- **Ydilo will be at Stand F.70, Hall 2 Level 1 of the 3GSM World Congress 2007, which will be held in Barcelona from 12-15 February.**

Madrid, 1 February 2007: Ydilo, market leader in the field of service automation based on speech-recognition and multimedia solutions will demonstrate “Ydilo Mobile”, its new range of customer-care and value-added services for new-generation telephony, at the 3GSM World Congress.

Ydilo Mobile is a solution for companies and organisations that manage large numbers of customers and mobile users, such as telecommunications operators, banks, utilities and government.

Ydilo Mobile services ensure:

- The development of the mobile channel for customer care as an innovative means of communicating with users through self-service applications. This offer of customer care based on the capabilities of new-generation telephony is unique in the market. Increased satisfaction within the overall customer-care strategy while optimising costs.
- The deployment of high value-added services for mobile devices, allowing access to services such as entertainment, on-line information, shopping, special offers, personalised offers, marketing campaigns, etc. Ydilo Mobile is an open solution that allows the integration, in addition to customised services, of on-demand mobile products from other suppliers to create a complete, homogeneous solution for the end user.

Main features of the Ydilo Mobile Services:

- **Ydilo Mobile** transparently combines off-portal services with on-line applications that require high-level integration with other customer-care channels, as well as with the company's information systems (CRM, ERP, CTI, etc.) and transaction systems. Through a single application installed on the mobile, users have a dynamic communication channel to access a constantly evolving and growing universe of mobile services.
- Objective-oriented services, or services designed to ensure that the user is always able to access the required service and information. They are interactive, user-friendly, dynamic and have a high-quality graphic interface. **Ydilo Mobile** allows precise segmentation of contents enabling highly personalised services according to the characteristics of the users, through dynamic configuration of applications behaviour and intelligent management of user data.
- **Ydilo Mobile** is a Telco-quality services platform which facilitates quick and easy modifications thanks to its high management capacity, allowing dynamic operation of services: introducing new services, launching special offers, adapting contents, providing on-line reports and business-monitoring statistics.

About Ydilo

Ydilo is the leading European company in the automation of customer-care and value-added services by means of speech-recognition and multimedia solutions for conventional, mobile and IP telephony.

Ydilo solutions enable companies to deploy a broad range of voice and multimedia solutions, in an entirely automatic manner, maximising all the benefits of modern technologies. Ydilo is a pioneering company in the field of automatic voice transactions; it handles more than 110 million calls a year for its clients and has a service platform that is unique in the market due to the high quality and capacity of its operations.

Among its clients are companies in various sectors, such as telecommunications operators, financial institutions, transport, tourism, services companies and the civil service.

For more information on the company, its solutions and services, please visit www.ydilo.com