

## **Tata DOCOMO to Trial XIUS' NFC-Enabled Mobile Touch Transaction Active Poster Solution**

HYDERABAD, India and WOBURN, Massachusetts, February 15, 2011 /PRNewswire/ -- XIUS, a leader in delivering innovative mobile transaction solutions for mobile operators and MVNOs worldwide, is pleased to announce that it has recently signed agreements with Tata DOCOMO to deliver its Mobile Touch Transaction (MTT(TM)) solutions, offering Tata DOCOMO the unique opportunity for optimization of revenue by providing anytime, anywhere electronic talk time recharge, bill payment, and other value-added services in self-service mode using Near Field Communications technology. Tata DOCOMO will trial the MTT(TM) services within Hyderabad, offering a number of customers access to this new retail mobile experience via the Tata DOCOMO distribution channel. Initial transactions will include mobile phone top-up, download of ringtones (Polytones), and download of wallpaper.

The MTT solution addresses the mobile operators' desire to increase its retail points of presence, provide self-service to more non-traditional top-up and other value-added service points (coffee shops, etc) through self-service Active Posters(TM), which are intuitive and easy to use. As well, the solution provides the mobile operator with the security and controls expected of a carrier-grade solution while integrating to billing systems as well as multiple value-added service platforms, ensuring delivery of purchased product as well as the receipt of payment for the same. The solution is an innovative end-to-end purchase, delivery, and payment solution - all in one.

The network-agnostic Mobile Touch Transaction (MTT(TM)) solution works through a network of multiple touch points, such as RFID Sticki, Contactless-SIM, Touch Pads, In-car services and Active Posters(TM). Active Posters(TM) or APs are a type of printed electronic technology with paper-thin-self-service terminal device and glass touch sensing. The APs act as virtual malls, enabling as many as 18 retail touch points at any customer gathering point.

More information about the MTT(TM) solution may be obtained by visiting our website (<http://www.xius.com/>).

### **ABOUT XIUS**

XIUS enables mobile operators to differentiate their service through innovative and end-to-end managed solutions that ensure seamless mobile transaction management and monetization, optimize operational efficiency and reduce risk while enhancing the end user mobile experience.

XIUS develops flexible, scalable and robust solutions that enable mobile operators rapidly deliver differentiated services and gain first mover advantage, build subscriber loyalty, and sustain leadership.

Pioneers in wireless and signaling technology since 1989, XIUS has an implementation foot-print across five continents. <http://www.xius.com>

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