

Introducing Push-to-Talk Systems from Clarity

The Fastest SIP-based Walkie-talkie Solution Available

Clarity At-A-Glance:

Clarity Communication Systems specializes in the design, development and deployment of solutions for wireless networks and mobile devices, including: End-to-end Push-to-Talk (PTT) services, Location-Based Services (LBS), network infrastructure equipment and software, and a wide range of custom-built products. Founded in 1998, Clarity is headquartered in suburban Chicago and has additional locations in New Jersey, Colorado, and Arizona.

Bring Your Subscribers the Latest, Most In-Demand Push-to-Talk Technologies

The wireless industry is intensely competitive and carriers must continually look for fresh, new ways to offer revenue-generating services with maximum speed, network efficiency, and cost effectiveness.

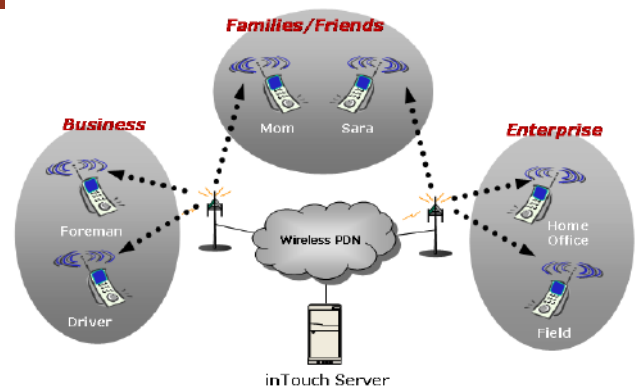
Push-to-Talk (PTT) is an increasingly popular service that allows users to get walkie-talkie functionality via a cell phone. With an "always-on" connection, calls are made instantaneously with no dialing, ringing or waiting for the phone to be answered.

Clarity's *inTouch* Push-to-Talk system combines a portable handset client with VoIP and SIP technologies to deliver PTT voice services over standard wireless packet data infrastructure. It includes an integrated presence solution and provides superior voice quality. Using the *inTouch* system, subscribers can place private or group calls at the push of a button. The service is "network agnostic" and can be used across disparate wireless networks.

Consumer and Enterprise Solutions

inTouch satisfies the needs of enterprises to use secure, instant communication for deployed workforces – as well as the growing desire of consumers to stay connected to groups of friends and family.

- **PTT for the Enterprise:** Target your best customers with an offer that allows employees to keep in close touch for improved responsiveness, productivity, and customer service. The service is ideal for any business with a need for instant voice communications.



In-Touch Communities

- **PTT for Consumers:** With no dialing or waiting for calls to be set up, Push-to-Talk is a far easier, more convenient way to communicate in real-time with either a handset or a PC client. As a result, consumers are rapidly embracing PTT services.

Push-to-Talk Services from Clarity

• Fast Time to Market • Low Cost of Entry • Proven Technology

Bring the Value of PTT to Your Customers

Market-energizing services like PTT represent incremental revenue that augments normal cellular mobile communications service. Clarity's expertise in the development and deployment of PTT products can help you quickly and cost-effectively:

- Expand and enhance service offerings
- Increase average revenue per user
- Leverage your packet data investment
- Improve customer retention
- Build communities among your customers
- Attract enterprise customers
- Appeal to the "instant messaging generation"

inTouch for IMS/PoC Networks

The inTouch system incorporates all the necessary functionality for a comprehensive PTT offering. In addition to the VoIP/SIP based sessions, inTouch includes a complete presence server, subscriber data, and centralized contact management.

Facilitated by the VoIP/SIP approach, Clarity's inTouch system has a clear evolution path to the PoC standard architecture for next generation IMS networks. inTouch for IMS networks will include support for centralized presence and subscriber data, along with contact list management via a centralized server. Further, the downloadable handset client will be upgradable over the air to support PoC protocols.

The Clarity Push-to-Talk system is the top-performing SIP-based PTT network offering today and an excellent platform for adding advanced new services such as direct access to audio content and integrated location-based capabilities. The inTouch solution is compatible with all 2.5G and 3G mobile data networks and fits your existing packet data network without a costly network overhaul.

Your customers enjoy the following features:

- **Superior user experience**
 - Presence display indicates who is online and available
 - Pal List can be updated by the user without customer support center involvement
 - Use with personal computers provides convenient two-way communication to anyone with an Internet connection
 - Over-the-air downloadable handset client available in BREW, Windows Mobile and Windows XP versions; Java coming soon
- **Highest performance SIP-based PTT solution on CDMA networks**
 - 0.8 sec initial time to talk beep
 - 0.3 sec in-call time to talk beep
- **Best CDMA spectrum efficiency**
 - 30% more efficient than cellular voice calls
- **Excellent voice quality**

System features include:

- **Standards based architecture**
 - VoIP with SIP-based signaling
 - Transparent adaptation to a hosted solution
 - Evolution to IMS/3GPP/3GPP2/OMA as these standards emerge
- **Access agnostic**
 - Currently supports CDMA 1x, EV-DO, WiFi, and Ethernet
 - Support for GSM and UMTS available soon
- **100% off-the-shelf cluster hardware to minimize costs**
- **Highly reliable and scalable platform** is built on commercially available servers
 - Carrier grade and NEBS-compliant servers
 - Scalable from 10,000 to millions of subscribers
 - Server redundancy for five-9s availability
 - Robust web-based OA&M

Clarity's inTouch solution is available as a managed service from VeriSign or can be independently owned and operated. For more information on Clarity's products and services, please contact sales @claritycsi.com



Clarity is proud to be a minority-owned business and is a member of the Chicago Minority Business Development Council.

Clarity Communication Systems Inc.
2640 White Oak Circle, Aurora, IL 60502
phone: (630) 499-1234 fax: (630) 499-1230
www.claritycsi.com

Copyright© 2005 Clarity Communication Systems Inc.
All Rights Reserved.