



Press Release

Cellcom is first to launch Bulk MMS services in Israel with Vimatix BMS Platform

Cannes, France - February 14, 2005 - Cellcom Ltd. the leading mobile operator in Israel and Vimatix Inc., a supplier of platforms for optimized delivery of multimedia over 2.5 and 3G cellular networks, announced today that Cellcom selected the Application to Person (A2P) Bulk Messaging System (BMS) from Vimatix for multimedia content distribution to its subscribers.

Vimatix BMS, an innovative service delivery platform, enables mobile operators to launch multimedia content push services while optimizing cellular infrastructure utilization, minimizing cost of ownership and improving end-to-end Quality of Service.

For the first time Content Providers get, a “drag and drop” interface for distribution of any content to any number of recipients. It is possible to distribute video clips, songs, image slide shows with text and sound. Application Service Providers (ASPs) can now directly support their subscribers in real-time by tracking delivery status of jobs running in their private MMS delivery queues.

With Vimatix BMS, Cellcom, the leading mobile operator in Israel, can now offer to mobile ASPs to provide time-critical MMS alerts. Vimatix BMS features complete bandwidth control, enabling to prioritize ASPs while maximizing bandwidth utilization both for Person to Person and A2P traffic.

“We chose the Vimatix BMS platform because it supports our expansion into entertainment and multimedia delivery services,” said Raanan Tzemach, VP Advanced Services and Internet at Cellcom. “With the BMS platform we can expand the information services provided to our subscribers and offer advanced distribution channels to our content providers.”

"We are working with Cellcom as strategic partners in supporting their expanding array of advanced data services," said Shlomo Birman, Vimatix President Marketing and Product Management. "The BMS system was chosen for its flexibility and proven ability to support any number of content providers pushing multimedia content of any type to their subscribers. The new service will enable the distribution of news and sport alerts with images and short view clips. This innovative service will raise revenues from content Push and ensure customer satisfaction while lowering cost of ownership"

About Cellcom

Cellcom Israel Ltd. is the leading wireless communications provider in Israel, with more than 2.4 million subscribers. Launched in December 1994, Cellcom was the second operator in the Israeli cellular market, and currently has 34% of the market share. In early 2004 Cellcom deployed nationwide EDGE coverage, becoming the first 3G operator in Israel. Cellcom's GSM/GPRS/EDGE and UMTS network allows numerous Value Added Services – including content download services, MMS messages, video download and video streaming services. Cellcom Israel is owned by an international consortium whose members include BellSouth International Corp., the Brazilian Safra Group, and Discount Israel Corp.

For more information visit www.cellcom.co.il

About Vimatix

A leading provider of breakthrough mobile multimedia solutions, Vimatix' advanced technologies, solutions and services empower wireless providers, integrators and developers to deliver engaging multimedia content over current infrastructure. In it's mission to elevate mobile multimedia standards, Vimatix is actively contributing to mobile and multimedia standards and partnering with the world's leading wireless infrastructure , service and content providers. Vimatix is a private company owned by leading investment groups. For more information about Vimatix, please visit www.vimatix.com

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