

## Telespree Communications Company Profile

**Corporate Offices:** 185 Berry Street, Suite 3600  
San Francisco CA 94107  
Phone: +1 415-817-0800  
Fax: +1 415-817-0811  
www.telespree.com

**Company Description:** Telespree's innovative network solution transforms any wireless device into a convenient customer self-service terminal, allowing carriers to significantly reduce customer care and distribution costs, improve the end user experience and increase ARPU. Telespree has created the industry's first self-service platform for automated activation, programming, service enrollment and ongoing account maintenance using only the device without the aid of a sales clerk, call center or manual processes.

**Solutions:** Telespree's network controlled client/server technology enables the following suite of applications:

*Self-Service Automated Activation & Service Enrollment*

Intuitively guides end users through an interactive process that manages wireless device programming, activation and customer account set-up using only the mobile device itself without the aid of a sales clerk or call center.

Applications include:

- Instant Activation; Prepay Activation and Service Enrollment; Prepay Reactivation; Postpay Activation and Service Enrollment; Add a Phone

*Self-Service Account Maintenance (Self-Care)* Enables end users to manage their account at their convenience via the device itself.

Applications include:

- Balance Inquiry; Bill Pay; Top Up; Add Features; Change Plan; Change Phone Number

*Self-Service Mobile Advertising & Marketing*

Provides a monetization opportunity for service providers as part of the self-service application.

Applications include:

- Advertising; Couponing, Cross-Feature Promotions; Alerts; Customer Profiling

*Self-Service Special Data Services*

Applications include:

- Mobile Broadband: On Demand & Postpay – Enables end users to sign up for wireless internet service via the device automatically and begin using service immediately.
- Telemetry - Enables wireless carriers and telemetry service providers to cost effectively deploy and manage millions of transmitters ready to report condition changes.
- Enterprise – Provides a flexible tool for the IT manager or VAR to simplify processes and lower administrative costs in device activation, account creation and management,

enabling enterprise customers to have unique and tailored device set-up and account management processes.

**Executive Team:**

Bill deKay, CEO  
Eran Netanel, CTO and VP Engineering  
Ellen Schwab, VP Sales and Business Development

**Press Contacts:**

Lissa Franklin  
Director of Marketing  
+1 415-817-0803  
lissa@telespree.com

## Industry Analysts for Media Reference

**Mark Lowenstein**

Mobile Ecosystem  
(617) 913-8900  
mlowenstein@m-ecosystem.com

**Adam Guy**

Compete, Inc.  
703-842-1672  
aguy@compete.com

**Charles Golvin**

Forrester Research  
cgolvin@forrester.com

**Iain Gillott**

iGillott Research  
512-301-1675  
iain@igillottresearch.com

## Management

### **Bill DeKay, CEO**

Bill has over 30 years experience in telecommunications in the areas of wireless, paging and specialized mobile radio. As a former COO, CEO and founder for several leading wireless technology companies, Bill provides significant expertise in sales and marketing, M&A and business development.

As chief operating officer and vice chairman at Dial Page, Inc., Bill created Dial Page's Dial Call subsidiary, which became the second largest iDEN carrier in the U.S. As a result, Dial Page's equity value grew more than 400 percent, to nearly \$1 billion, before its eventual merger into Nextel Communications. Bill was the co-Founder of Conxus Communications, an advanced paging services provider and is a former managing director at Blue Hill Group, a venture consulting firm focused on the wireless industry.

Bill received his MBA from Harvard Business School and his B.S. in business administration from the University of Southern California.

---

### **Eran Netanel, CTO and VP Engineering**

Eran has 19 years experience in mobile and wireless system architecture, design and engineering. At Telespree, Eran has been responsible for Telespree's overall solution architecture, software implementation and management of Telespree's firmware/client team. Previously, Eran was the senior technical leader on new switch development for an ATM division of 3Com. Prior to that, Eran was a senior technical architect and team leader at Scorpio Communications, an early ATM startup which was later acquired by US Robotics' ATM division. Eran also served 6 years in different technical engineering and team leading positions in 8200 Unit of IDF (Israeli Defense Force) which specialized in real-time embedded communication systems.

Eran received his B.Sc. in Mathematics & Computer Science (with honors) from University of Bar-Ilan, Israel. Eran has been a major contributor as an inventor to Telespree's patent and IP portfolio.

---

### **Ellen Schwab, VP Sales and Business Development**

Ellen has over 20 years experience in business development and marketing for telecommunications and data communications infrastructure companies. Most recently, Ellen was VP of business development at CoSine Communications. In that role, she developed the software licensing, OSS, and network interoperability partnership strategies for the company. Prior to CoSine, Ellen directed business development, marketing, and product management for Advanced Fibre Communications (AFC). While at AFC, she assisted in growing the company's business to over \$200M annually.

Ellen holds a Masters in Business Administration from the University of Chicago and a BS in Chemical Engineering from the University of Pennsylvania.