

## Telespree Communications Company Profile

**Corporate Offices:** 185 Berry Street, Suite 3600  
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**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  
Jim Lavine, CTO & VP Engineering  
Ellen Schwab, VP Sales and Business Development

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## **Industry Analysts for Media Reference**

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## Management

### **Bill DeKay, CEO**

Bill has over 25 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.

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### **Jim Lavine, CTO & VP Engineering**

Jim has 19 years experience in developing local and wide area network based communications and real-time information systems. Previously, he was with Data Broadcasting Corporation where he served as CTO and VP of Engineering. Jim managed and ran the technology and engineering organizations that are responsible for DBC's ticker plant development, web products development, and eSignal and InSite product development. Jim also spent eight years at Automatic Data Processing (ADP) developing transaction-based financial services systems and working on new ventures and initiatives within the ADP Brokerage services division.

Jim received his degree from Drexel University in Electrical and Computer Engineering with a focus on Microprocessor-based Systems Design and Local and Wide Area Network Design.

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

Ellen has over 19 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.