

Maxis Selects Vringo to Bring Video Ringtones to Malaysia

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Partnership With Malaysia's Largest Mobile Operator Expands Market to Millions

NEW YORK—22 Nov, 2009—In the latest example of how the video ringtone phenomenon is going global, [Vringo](#)™ today has been chosen by Malaysia's largest mobile operator, Maxis Berhad, to provide the country's first fully hosted video ringtone service. The agreement comes on the heels of Vringo's partnerships with Avea in Turkey and VivaCell, a subsidiary of the MTS Group, in Armenia.

Maxis serves more than 11.4 million prepaid and postpaid customers under the Maxis and Hotlink brands. It was named one of InterBrand's 30 most valuable Malaysian brands in 2007, as well as being named Malaysia's Service Provider of the Year by Frost & Sullivan in 2008. In 2009, Maxis was given the Asia Pacific Super Excellent Brand Award and declared Mobile Data Service Provider of the Year by Frost & Sullivan. The launch of Vringo's video ringtone platform continues Maxis' streak of introducing advanced applications and technologies into the Malaysian market.

Launched commercially at the start of October, Vringo gives users access to thousands of video ringtones, award-winning applications and a WAP/Web portal with no additional data-usage charges. Vringo users can browse through an expanded video library, as well as access VringForward®, a proprietary technology that enables users to send video ringtones to one another with a phone call.

"Vringo's mission is to bring a new breed of ringtone – a visual, social call signature – to phones all over the world," said Jon Medved, CEO, Vringo. "With this offering, Maxis and Hotlink users are the first in Malaysia's mobile services consumer market to enjoy video ringtones with social networking capabilities."

The entire Vringo service is available as a free, one-month trial for all first-time subscribers and is compatible with all handsets that support video. Vringo's video ringtone service will be available in Malaysia exclusively to Maxis customers until the end of March.

"Our consistent focus on developing innovative services is one of the reasons Maxis remains one of Malaysia's most respected brands," said Kee Saik Meng, Senior Manager at Maxis' Product Development and Infotainment Services. "We are pleased to bring Vringo, one of the world's most innovative ringtone platforms, to our customers to extend this vision."

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About Vringo

Founded in 2006, Vringo is bringing about the evolution of ringtones. With its award-winning video ringtone application and Web platform, Vringo transforms the basic act of making and receiving mobile phone calls into a highly visual, social experience. By installing Vringo's application, which is compatible with nearly 200 handsets, users can create or take video, images and slideshows from virtually anywhere and make it into their personal call signature. Vringo is backed by Warburg Pincus and by private investors. For more information, visit <http://www.vringo.com/>.

About Maxis Berhad

Maxis Berhad with its consolidated subsidiaries (together, 'Maxis') is the leading mobile communications service provider in Malaysia, with more than 11.4 million mobile subscribers. Since the establishment of its parent company, Maxis Communications Berhad, in 1995, Maxis' Malaysian business has provided a full suite of communication services on multiple platforms to satisfy the needs of individual consumers, small and medium enterprises, and large corporations in Malaysia.

Maxis has pioneered and led the Malaysian market in providing innovative mobile products and services. It was the first to launch 3G services, Maxis3G, in July 2005, and in September 2006 became among the world's first to use HSDPA, a high-speed upgrade of the 3G network, to provide wireless broadband services. It was also the first telecommunication service provider to bring the BlackBerry™ and Apple iPhone™ smart phones to Malaysia. The company in April 2009 unveiled the first commercial near field communication service in Malaysia, which enables customers to use their phones for wave and pay transactions.

Maxis' growth and strong track record of enabling innovation, excellent customer experience and value to stakeholders have won the company numerous awards over the years which include Asian Mobile Operator of the Year by the Asian Mobile News Award in 2008 and Mobile Data Service Provider of the Year (Malaysia) by Frost & Sullivan in 2009.

Maxis' vision is to bring advanced communications services to enrich its customers' lives and businesses, in a manner that is simple and personalised, by efficiently and creatively harnessing leading edge technology, and delivering a brand of service experience that is reliable and enchanting.