



Telefónica Europe launches IP-based consumer phone services

JAJAH-powered call services accelerate Telefónica's lead in digital communications

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London, UK and Mountain View, CA Telefónica Europe today announced the roll-out of IP-based phone services across its O₂ businesses in Europe.

The first in a wide range of services powered by JAJAH is being launched today by O₂ in Germany just six months after parent company Telefónica acquired the innovative Silicon Valley start-up.

These new services – starting with the launch of the web-based international calling service '**O₂ Global Friends**' in Germany – use advanced technology to offer simple communications tools that dramatically drop the cost of keeping in touch with friends and family anywhere in the world from your mobile phone.

The JAJAH IP Communications Platform also means that O₂ customers will enjoy all the usual benefits of mobile VOIP without the hassle of software downloads, new hardware or complex installs.

Matthew Key, Chairman and CEO of Telefónica Europe, said: "By launching our first JAJAH-based products in Germany, we are bringing breakthrough new services to Europe's largest telecommunications market, further reinforcing our global leadership as an integrated communications innovator. In the coming months we will roll-out further JAJAH-powered products across Telefónica territories to meet the growing demand for these new services."

Trevor Healy, CEO of JAJAH, said: "The power of an innovative Silicon Valley start-up joining forces with a major telecommunications company highlights the benefits of combining innovation with scale. Telefónica's global reach, huge customer base and marketing muscle will bring once-niche services to millions of mainstream customers, taking JAJAH-powered services to a whole new level."

"This heralds a new dawn in the voice world. The introduction of an IP-based calling service by a mainstream carrier shows the maturity of this market and we can expect other telcos now to want to join the game," said Charlotte Patrick, senior analyst at Gartner. "JAJAH has continued to outpace the market by developing a platform that other organisations can use to launch and support new services. Telefónica has clearly done the same by acquiring JAJAH and has been extremely proactive in bringing services to its customers within a very short time frame," he said.

A *Telefónica* company



O₂ Global Friends gives customers in Germany the ability to make international calls by dialing a local number. O₂ customers can choose five friends who are abroad and O₂ Global Friends will give them a local number for each of them, which they can call anytime. In addition, the friends overseas can get a local number to call back to Germany.

In a first for any innovative IP-based voice solution anywhere in the world, the roll-out of Telefónica's JAJAH-powered services will be supported by major advertising and media marketing campaigns in the coming months.

About Telefónica Europe

Telefónica Europe is a business division of Telefónica comprising mobile, fixed and DSL operations in the UK, Ireland, Germany, the Czech Republic and Slovakia - all of which use 'O₂' as their consumer brand. Telefónica Europe also has 50% ownership of the UK and Irish Tesco Mobile and German Tchibo Mobilfunk joint venture businesses. Telefónica Europe is headquartered in Slough, UK, and has some 53.9 million mobile and fixed customers.

About JAJAH

JAJAH's IP Communications Platform offers flexible, next-generation integrated communications solutions for enterprises, telecommunications companies and individuals. JAJAH's award-winning services make it easier for people to stay in touch using any device, on any network, anywhere. Leveraging a universal open telecommunications platform, JAJAH's managed services allow mobile operators, landline carriers, cable companies, technology companies and other businesses to adopt its voice solutions with minimal investment and time to market. The leading global IP communications company is headquartered in Mountain View, California, with offices in Israel. For more information and details of JAJAH's portfolio of consumer and business solutions, visit www.JAJAH.com.

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