



Kiwi PCS Press Releases

Kiwi PCS Launches SMSC Platform Kiwi Views Kiwi Installation as an "Anti-Churn" Device Tuesday, January 7, 2002 - Raleigh, North Carolina

Kiwi PCS announces the launch of a Short Message Service Center (SMSC) platform at its Raleigh, North Carolina Central Office. The Spatch SMSC, which is produced by The Hyde Company of Norcross, Georgia (www.hydeco.com), supports SMS over IP and SS-7 and is a powerful tool in Kiwi PCS' drive to offer ever-increasing features and services to their customer base. The Spatch SMSC is viewed by Kiwi PCS as an effective tool to combat the high churn rates that have plagued the wireless voice industry.

"As we continue our regional expansion, we need to be innovative and quick in our approach to the market. The Hyde Company Spatch SMSC Platform allows us to offer Short Message Services to our customers that goes beyond a simple text message", said Ghanshyam C. Patel, Chairman and CEO of ComScape Telecommunications, Inc., (ComScape markets under the name "Kiwi PCS"). "The Hyde SMS is a powerful tool with several features that allow us to maintain contact with our customer. It allows us to keep 'touching the customer' by sending regular, informative, yet unobtrusive messages to our subscribers. In essence, it is a 'walking billboard' for Kiwi PCS. We look at it as another weapon to combat churn", Patel added. Kiwi was also impressed with Hyde's quick service: "We made our first call to Hyde on a Thursday. They shipped on Friday. The Spatch SMSC Platform arrived at our Raleigh Office on Monday and it was ready for integration with the MSC on Wednesday. Now that's service!", Patel stated. An important feature of the Hyde SMSC Platform was its utility in a compact package. "We like to move fast in the market and frankly, we do not want to hear from our vendors 'by the way, you need to purchase from us other software and hardware to make this thing work'. That's 'baloney' when we hear that. The platform from Hyde on the other hand, was self-contained. It installed easily into our network and there was no problem with it after the installation", said Patel.

The Spatch SMSC is web-based affording SMS over IP. It requires only a simple SS-7 connection and is contained in one, small, rack-mount package. It is power efficient and requires little planning for space requirements. Although there are many features that are offered, the training involved with the installation and operation of the system is nominal. The Hyde System offers handset-to-handset messaging, inter-carrier operability, and e-mail to handset functions. An important reason for Kiwi's decision to deploy the Hyde product was the simple integration of the Spatch SMSC platform with Kiwi's billing and OSS systems and its' Ericsson CDMA Network. "We have a highly sophisticated network, so we will only purchase quality network equipment that easily integrates into our own, in-house billing system and Operational Service and Support (OSS) system. We are able to keep our operating costs low because we manage more of the process 'in-house' than most any other carrier", Patel stated. "Cost Control' is the name of our game. If we did not have it, we would be like so many other carriers who are struggling to stay afloat. This 'mind-set' is what keeps us virtually debt-free and allows us to expand profitably in a 'down market'," said Patel.

ComScape Telecommunications, Inc./Kiwi PCS is headquartered in West Palm Beach, Florida and is constructing a CDMA2000 1X wireless system in North Carolina with expansion into Ohio, West Virginia and Kentucky. They now offer their Kiwi Free service in Wilmington, North Carolina. ComScape is privately-held and has virtually no debt. They are a facilities-based, fully integrated, telecommunications services company with switching centers in Raleigh, North Carolina and Charleston, West Virginia. In addition, they have a call center in West Palm Beach, Florida.

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