CALLUP NET
Alon Roth, CEO

CALLUP NET is a subsidiary of the One1 Group, headquartered in Israel and listed on the Tel-Aviv Stock Exchange (TASE: ONE). Founded in 1999, it has been a leading reliable provider of **Value Added Services** and **Mobile Device Management** solutions for the telecom industry for over a decade.

CALLUP's customer base spans the globe and includes fixed, mobile, VoIP telecom operators, MVNE's and MVNO's as well as leading telecom providers that we serve as OEMs.

**CALLUP’s portfolio is built on three branches:**

- **MDM**: SIM OTA, Device Management and CDMA OTAF
  
  *Supports LTE, deployed with operators with more than 11M SIM cards*

  - Full SIM OTA solution for SIM file and applet management over HTTPS/TLS, as well as SMS.
  - Device Management – Automatic device detection and configuration of new devices, huge device repository that regularly updates.
  - Campaign manager: Can be used for mass configurations, SIM updates, device configurations and various DM operations, such as FOTA (device firmware upgrades).
  - Steering of Roaming with location base services.

  [http://www.callup.net/MDM+](http://www.callup.net/MDM+)

- **CanVAS**: SMSC (SS7/IP), Voicemail, VVM, USSD, MMSC, WAP GW
  
  *Worldwide deployments, full Cloud Support, Fully integrated with Amazon Web Services (AWS)*

  - IP SMSC supporting IMS and LTE.
  - Advanced VM and VVM supporting SIP.
  - USSD GW with built-in applications and HTML-based service creation environment.
  - MMSSC with advanced transcoding capabilities.

  [http://www.callup.net/CanVAS](http://www.callup.net/CanVAS)

- **Innovation LAB**: Smart-Fi, Wi-Fi Calling, Roam Home Technology (Patented)
  
  *Innovative unique solutions allowing MNO’s to regain market value*

  - Smart-Fi allows MNOs to sell roamers seamless and automatic connection to Wi-Fi networks and bill them in their normal phone bill.
  - Wi-Fi Calling, CALLUP’s unique SW solution for femtocell replacement.
  - Roam Home Technology allows capturing SMS and voice and routing it to IP network, seamlessly to the user.

  [http://www.callup.net/InnovationLab](http://www.callup.net/InnovationLab)