



Bridgewater Systems Expands in Asia Pacific with New India Center of Excellence

First such center in the region will serve as the cornerstone for Bridgewater's business in Asia Pacific

New Delhi – May 18, 2010: Bridgewater Systems (TSX: BWC), the Ottawa, Canada headquartered mobile personalization Company, today announced the opening of its new Center of Excellence in Gurgaon, Delhi NCR, at a ceremony in New Delhi. This will be Bridgewater's first global R&D center outside Canada.

Bridgewater Systems enables service providers to personalize, manage, and deliver applications such as mobile commerce, mobile video, and social networking to over 150 million subscribers globally. The Company's mobile personalization portfolio provides a real-time, unified view of the subscriber including service entitlements, devices and networks being used, billing profiles, and preferences based on location or time of day. This allows service providers to launch and monetize new services faster by personalizing the subscriber's mobile experience and adopting new service models.

Speaking at the ceremony, Ed Ogonek, President and CEO, Bridgewater Systems said, "Bridgewater's new Center of Excellence in India is a key part of our strategy to expand globally. India's rapidly growing mobile data market and advanced R&D skills are key to this center's success. The center of excellence will provide technology development for our global product portfolio and offer sales, professional and support services for our customers and partners across the Asia Pacific region."

Building on Bridgewater's presence in the region, the Center will complement a new office in Hong Kong, and the company's office in Australia. India's rapidly growing mobile data market and advanced R&D capabilities are instrumental to the Center's success. It will serve customers such as Tata Teleservices in India, Telstra and Hutchison in Australia, SmarTone-Vodafone in Hong Kong, and Global Mobile and Tatung in Taiwan.

The Center of Excellence will serve as the cornerstone for the Asia Pacific region in three key areas - mobile data technology development for Bridgewater's intelligent control products, sales and customer support, and professional services.

India is one of the top two mobile markets in the world with over half a billion mobile subscribers. The recent 3G and 4G auctions will enable operators to deliver advanced mobile data services to subscribers and meet the government target of achieving 100 million broadband subscribers by 2014 from the February 2010 level of 8.6 million users.

Industry-leading expertise and advanced skills-set that Bridgewater can bring to India's telecommunications industry include areas of 3G auction, migration to next-generation networks and platforms including WiMAX and LTE, and helping operators and service providers cope and profit from the explosion in mobile data growth.

The network costs associated with delivering mobile data and Internet services could be greater than revenues by 2012 unless operators adopt network cost reduction strategies including policy control, data offload, migration to 3G and 4G. Bridgewater helps operators in India and globally deploy these strategies to reduce the cost of managing data traffic.

Tags / Keywords

Bridgewater Systems, India Center of Excellence, mobile data growth, India 3G and WiMAX auction

Links

<http://www.bridgewatersystems.com/About-Us.aspx>

About Bridgewater Systems

Bridgewater Systems, the mobile personalization company, enables service providers to efficiently manage and profit from mobile data services, content and commerce. The company's market leading mobile personalization portfolio provides a real-time, unified view of subscribers including entitlements, devices, networks, billing profiles, preferences and context. Anchored by Bridgewater's Subscriber Data Broker™, the portfolio of carrier-grade and standards-based products includes the Bridgewater® Service Controller (AAA), the Bridgewater® Policy Controller (PCRF) and the Bridgewater® Home Subscriber Server (HSS). More than 150 leading service providers including America Movil, Bell Canada, Clearwire, Cox, Hutchison Telecom, Iusacell, Scartel, SmarTone-Vodafone, Sprint, Tata Teleservices, Tatung, Telmex, Telstra, and Verizon Wireless use Bridgewater's solutions to rapidly deliver innovative mobile services to over 150 million subscribers. For more information, visit us at www.bridgewatersystems.com.

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SOURCE: Bridgewater Systems

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