

## Cellular South Premieres “pic sender” Digital Photo Service from Ontela

— In a world first, users’ camera phone pictures automatically appear on their home PCs —

CTIA WIRELESS IT & ENTERTAINMENT- SAN FRANCISCO. Oct 23, 2007—This November, Cellular South customers will be the first in the world to have their pictures delivered automatically to their home PCs. Cellular South, the nation’s largest privately held wireless provider, and Ontela, provider of mobile imaging technology infrastructure, today announced that the companies have teamed up to offer a breakthrough digital photo service for subscribers on Cellular South’s extensive wireless network. Phones with the pic sender service will automatically save each photo the user takes to their personal computer, email, and favorite web albums. The service is so easy to use that Cellular South plans to market it directly to families and casual phone users.

The pic sender service addresses a key problem for people who take pictures with their phones. The newest generation of camera phones takes great pictures, but that’s where it ends. Consumers find that it’s simply too hard to save their pictures to the places they care about. In a national survey of 537 camera phone users, 93% reported that they wanted to save camera phone pictures on their own computers and send them to their favorite web sites. Only 24% of those surveyed knew how to do it. As of November, this will no longer be a problem for Cellular South customers.

“Our pic sender service is a great compliment to our suite of unlimited products which alleviate our customers’ worry of overage charges and barriers to using their phone when, where, and how they want,” said Jason Jolly, Director of Consumer Technology at Cellular South. “The pic sender service makes Cellular South camera phones more useful and more fun than ever. Our customers just take a picture and it’s saved automatically to all their favorite places.”

The revolutionary technology behind pic sender makes this service a global first. “Cellular South was the first wireless carrier with the vision and courage to deliver customers what they really want,” said Dan Shapiro, CEO, Ontela. “Forget button pushing, forget per-picture charges, and forget complicated software installation. Cellular South’s breakthrough leadership in the wireless industry is bringing Ontela’s technology innovations to market in a way that redefines mobile imaging.”

The pic sender service will be available on November to Cellular South’s users. The service will be available for a monthly recurring charge of \$2.99, providing customers with unlimited picture transfer to their PC, email address, and a variety of imaging destinations.

### About Cellular South

Cellular South is the largest privately held wireless provider in the U.S. With a nationwide wireless voice and data network, the company is committed to providing plans, products, applications that allow consumers to rely on wireless service in every way. Cellular South is the nation’s wireless carrier leader in m-commerce technology availability and adoption with its next-generation mobile payment products, such as Obopay and WirelessWallet. For more information, visit [www.cellularsouth.com](http://www.cellularsouth.com).

### About Ontela

Ontela provides technology infrastructure to wireless carriers that allows consumers to unlock the photos in their camera phones. Founded by veterans from Microsoft, Real Networks and Expedia in 2005, Ontela is an innovator in mobile imaging headquartered in Seattle, WA. The company’s patent-pending PicDeck™ platform allows carriers to connect camera phones to imaging services, online albums, and PCs with just a shutter click.

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