



The full-featured Service Platform
for mass volume two-way mobile
SMS traffic



CellAct is a leading developer of a full-featured, two-way SMS service platform—the Nimbus. Based on proprietary technology, the company offers service providers an important value-added service for specialized niche markets, such as mobile direct marketers and promoters, mobile CRM systems, loyalty clubs and mobile interactive television production. A pioneer in the area of carrier-grade, field-proven, two-way SMS Service Platforms, CellAct Nimbus delivers the robust performance required by mass volume applications. The CellAct Nimbus comes complete with a full-featured Software Development Kit (SDK) for intuitive customization, as well as all the necessary modules to deliver comprehensive service.

CellAct was established in 1999 and is a subsidiary of Elbit (NASDAQ: ELBT), a global provider of advanced telecommunications technologies. The company is headquartered in Shefayim, Israel, north of Tel Aviv.

SMS is fast becoming the most popular form of mobile communications. It is fast, cost-effective and accurate. And its potential has barely been tapped.

The CellAct Nimbus is an SMS Service Platform designed to exploit this potential offering service providers a secure single point connection to multiple cellular operators and applying two-way SMS services to reach large enterprise customers and mass markets via cellular networks.

Superior Software Development Kit (SDK) in a Comprehensive, Full-Featured Service Platform

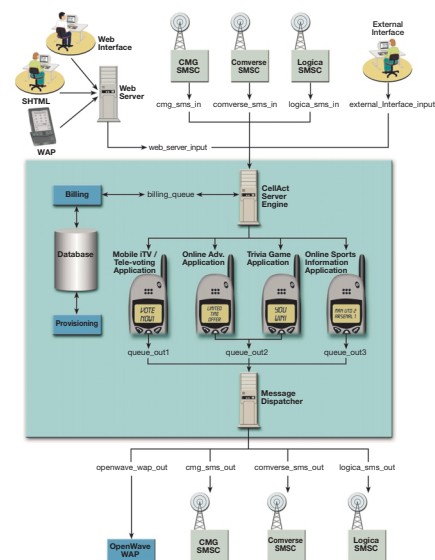
The CellAct Nimbus comes with a complete set of development tools that enable service providers to deliver full-scale SMS functionality fast and easily. Rich databases are built while using the system, in accordance with parameters set to intuitively gather data. Features include CDR retrieval and billing, full-featured dispatch and queuing, and interactive mobile portal capabilities

A Scalable Cross-Provider Service Platform

The CellAct Nimbus enables two-way messaging to all types of cellular operators and communicates over WAP and Internet protocols. This makes the platform the ideal solution for mass-volume SMS applications, such as M-CRM and mobile marketing and promotion.

Nimbus is the ideal Mobile SMS Service Platform for

- Mobile Marketing and Promotion
- Mobile CRM /IVR
- Loyalty Clubs
- Mobile Interactive Television /Tele-voting



A Technologically Advanced Service Platform for the Future

CellAct Nimbus is based on open architecture, and works with all leading Short Message Service Centers (SMSC). The CellAct platform supports developing technologies and features of 2.5G, such as GPRS, as well as the eventual migration to 3G. The CellAct Software Development Kit (SDK) uses XML protocol to facilitate application development of the CellAct service platform.

CellAct Nimbus Benefits for Service Providers and Developers

- Create new revenue streams
- Self-management capabilities
- Complete flexibility to upgrade to new technologies
- Rapid application development response time

CellAct Nimbus Mobile SMS Service Platform Features

- Dispatch unit enables robust connectivity to multiple Short Message Service Centers (SMSCs) simultaneously.
- Scalable, open architecture to work with all SMSCs
- Capable of handling over two million messages per hour load.
- "Push" for mass-distribution of SMS to many subscribers of cellular networks.
- "Pull" with a mobile portal to handle individual user requests based on Mobile Originated (MO) request codes.
- Black/White lists to prevent or allow system usage and to control subscribers' SMS activity and charge appropriately. Can either be MO or Mobile Terminated (MT).
- Enhanced Messaging Service (EMS) and Multimedia Messaging Service (MMS) support.
- Integration with Legacy billing systems - Generate and transfer CDRs for accurate billing of SMS traffic.
- Constant monitoring via SNMP protocol to ensure high-level Quality of Service (QoS).
- Supports developing technologies and features for 2.5G, such as GPRS, as well as migration to 3G such as for UMTS.
- Full support for icons, ring-tones and Business Cards
- Multi-language text support
- Complete cross-provider support (GSM, TDMA, CDMA and iDen).

Nimbus SDK Features

- Open XML-based SDK.
- Logging, including data transfer details, identity of the sender and recipient, length of the message, etc.
- Built-in prepaid account management.
- Service provisioning for subscribers to register for services by sending SMS messages in predefined formats, with the ability to accept or reject users according to defined parameters.
- User-to-user connectivity for the creation and maintenance of cellular communities (either one-to-many or many-to-many).

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