



Dateline: LA JOLLA, CA, March 26, 2008

Ortiva Wireless Chief Strategy Officer to Speak at IEEE WCNC/CTIA Wireless 2008

*Babak Jafarian to Discuss How to Harness the Success of Internet Video in the
Mobile Market*

WHO: Babak Jafarian, Chief Strategy Officer of Ortiva Wireless, will present to communications professionals at the IEEE Wireless Communications and Networking Conference (WCNC) co-located with CTIA Wireless 2008.

Jafarian has more than 15 years of experience in research, technology and product development in the wireless communications industry. Prior to joining Ortiva in 2004, he led the Network Solutions Group at Wireless Facilities, Inc. (WFI). In this role, Jafarian directed design and deployment efforts of 2.5G and 3G networks for numerous mobile carriers in the U.S. Prior to this position, he held management roles for various European mobile operators and other wireless vendors. Jafarian holds a Ph.D. in electronic and electrical engineering from King's College London and an MBA from the London School of Economics.

WHAT: In the panel "As the Internet Takes To the Air, Do Mobile Revenues Go Sky High?" Jafarian will discuss the challenges and opportunities of delivering mobile video in dynamic wireless networks. He'll provide insight on how operators and service providers can optimize revenue by delivering a consistent, high quality experience to subscribers. Attendees will learn more about quality of experience (QoE), a critical factor for harnessing the success of Internet video in the mobile market.

WHEN: Wednesday, April 2, 11:00 AM – 12:30 PM PT

WHERE: Las Vegas Convention Center, Las Vegas, NV, Room N231

About Ortiva Wireless

Ortiva Wireless offers the industry's only commercial solution for proactive management of mobile video, allowing service providers to dramatically improve control, quality, and efficiency of rich media content delivery. Ortiva's Media Streamer platform extends service reach, increases network efficiency, and improves video coverage density for mobile operators, while dynamically shaping the content to give subscribers the smoothest video and clearest audio experience possible – all regardless of fluctuating and hostile wireless network conditions. To learn more about how Ortiva is accelerating mobile video delivery, visit www.ortivawireless.com.

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