

## **FeedHenry Demos Technology at Oracle® OpenWorld.**

*FeedHenry Billing and Revenue Management Services on Show at Oracle OpenWorld  
2009*

**San Francisco – Oracle OpenWorld – October 14, 2009** – FeedHenry, driver of telecoms services usage and member of the Oracle® PartnerNetwork, announced that it will demo with Oracle some of FeedHenry's Personal Services Portal (PSP) services at Oracle OpenWorld in San Francisco, October 11 - 15. Visitors to the Napa Room at the Palace Hotel can see complex Web 2.0 services from FeedHenry such as billing management, social media support and IP Multimedia services (IMS).

Three services will be demoed for Oracle Billing and Revenue Management:

- A real-time billing widget which gives customers prepaid telephone balance updates in real-time as IMS calls are made from prepaid phones.
- An online store that enables users to download content to phones. Users also automatically see prepaid balances drop based on content purchases.
- An IMS-ready softphone (provided by Infovide-Matrix, an Oracle partner), integrated into the FeedHenry PSP.

“We are delighted to work with Oracle to show how FeedHenry can integrate with Oracle communications software to deliver compelling Web 2.0 services out to consumers,” said Barry Downes, CEO, FeedHenry. “FeedHenry offers end-to-end solutions and services through a PSP that users can discover, use, personalize and then share across the Web, mobile, PC desktop and on to social networking sites.”

FeedHenry's core product for telecom operators is a PSP that end users can go to, to discover, use and personalize all kinds of complex applications and services and then share these services across the Web, mobile, PC desktop, TV and on to social networking sites. Carriers with FeedHenry's PSP benefit by driving usage of revenue-generating services and then viewing analytics cross-platform to see what customers like best. End users get to discover cool new applications and bring them with them wherever they use the web.

FeedHenry is unique in the market because it enables operators to:

- Rapidly launch a Web 2.0 style Personalized Services Portal for consumers with a portfolio of new services.
- Make complex telco services available to customers.
- Monetize content through multiple interactive advertising models.
- Optimize viral social sharing with distribution to other platforms such as Facebook.
- Reach customers on the move with mobile friendly applications.
- View analytics to see how services are being used for social and viral distribution.
- Benefit from a telco grade platform that third parties can build applications and services on.

FeedHenry PSP has already been validated with Oracle Communications Service Delivery products including Oracle Communications Converged Application Server and Services Gatekeeper.

## **Resources**

<http://www.feedhenry.com>

<http://widgets.eircom.net/>

<http://www.munster-express.ie/>

## **About FeedHenry**

FeedHenry enables telecommunications companies to drive usage and revenue from services through Web 2.0 technology. FeedHenry solves the problem of delivering services in a compelling way that enables subscribers to discover, personalize and distribute applications from one location, across the Web, mobile and social networking sites. The company provides a full solution that includes content, application and network services such as: IMS or RCS-based fixed or mobile services. FeedHenry also seamlessly enables Web 2.0 mash-ups of Web and network services. FeedHenry is an active member in the W3C consortium with offices in Silicon Valley and Ireland.

FeedHenry is one of Telecommunications Software and Systems Group start-up companies. For more information visit: [www.feedhenry.com](http://www.feedhenry.com).

### **About the Oracle PartnerNetwork**

Oracle PartnerNetwork is a global business network of more than 21,000 companies who deliver innovative software solutions based on Oracle software. Through access to Oracle's premier products, education, technical services, marketing and sales support, the Oracle PartnerNetwork program provides partners with the resources they need to be successful in today's global economy. Oracle partners are able to offer their customers leading-edge solutions backed by Oracle's position as the world's largest business software company. Partners who are able to demonstrate superior product knowledge, technical expertise and a commitment to doing business with Oracle qualify for the Certified Partner levels. <http://oraclepartnernetwork.oracle.com>.

### **Trademarks**

Oracle is a registered trademark of Oracle Corporation and/or its affiliates.

### **For more information contact:**

Aoife Kimber

KimberPR

Tel: +1 650 773 7288

Email: [akimber@kimberpr.com](mailto:akimber@kimberpr.com)

[www.kimberpr.com](http://www.kimberpr.com)

Barry Downes

FeedHenry

Tel: +353 51 302 932

Email: [bdownes@feedhenry.com](mailto:bdownes@feedhenry.com)