

## **Press Release**

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### **Ministry of Communications grants an additional license for conducting a VoBoC telephony experimentt**

**Minister Attias: "The Ministry of Communications will continue to promote the entry of innovative technologies and new competitors to the market, with the objective of increasing the level of competition and offering new applications"**

The Ministry of Communications has granted a special license to the company 012 Smile Golden Lines, to conduct a marketing experiment that will examine the provision of domestic telephony services using the innovative VoBoC (Voice over Broadband over Cellular) technology. In this technology, telephony services are provided using IP protocol, over the data network of a mobile operator.

A similar license was granted to the company Free Telecom in September 2008. Participants in this experiment, owners of a compatible mobile device, will make calls using the Soft Phone software that will be installed on their devices by the licensee for the duration of the experiment.

The purpose of the experiment is to examine implementation capabilities as well as operational and marketing models involved with VoBoC service provision.

The experiment's results should assist the Ministry of Communications in planning its policy regarding VoBoC service in the mobile sector.

This policy is complementary to the VoB policy in the fixed sector, which has enabled the telecom operators to offer IP telephony services over the broadband (ADSL and cable) access networks of domestic fixed network-owner operators (Bezeq and HOT).