

## TeleDNA intros CBC platform for LTE network

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DNA for Next Generation Mobile Networks

**TeleDNA, the VAS infrastructure company, announced that its CBC platform is ready for LTE deployment.** With this addition TeleDNA has increased the portfolio of VAS products ready for LTE network.

**Cell Broadcast System is emerging as an important broadcast medium for emergency alerts worldwide.** Disaster management agencies are debating on the possibility of using social medium for emergency alerts, Smart phones are making this possible. But the question still remains on how you communicate an emergency alert fast and efficiently. **Cell Broadcast System is undisputedly the only medium which cuts across handset models,** communication mediums to deliver the required information. CBC has made it possible for the agencies to make announcement to millions of citizens in seconds. **As per GSMA (Groupe Speciale Mobile Association) there will be more than 200 Live LTE Networks in over 70 countries by end of 2015.** It's crucial to have the VAS product platform ready for migration to the next generation network.

TeleDNA CBC Platform allows Telecom Operator to have a complete control over the cell broadcast message on its network. Cell Broadcast messages such as Emergency Alerts, Breaking News, Traffic Conditions, Sports News, Stock News, Interactive cell broadcast message, etc. can be broadcasted to entire network or a designated geographical area using TeleDNA CBC. The geographical broadcast range can vary from a small area (single cell) to the entire network coverage area (PLMN).

### Features:

- Emergency text alert with alert tone and flash
- Geo-MAP based Cell Broadcast
- Interactive Cell Broadcast Message through SIM-client/Mobile Client
- Multi-lingual support for all international/Local languages
- CMAS Compliance. Standard-ATIS 0700008
- Interface Support : SMPP 5.0,HTTP,XML
- Support for 2G,3G GSM & LTE networks

**Udit Shanker, CEO, TeleDNA commented,** *“CBC Launch on LTE is a very significant step in the LTE evolution; we are strongly committed to provide the latest and best technology for our partners and end consumers”.*

<http://insightvas.com/teledna-intros-cbc-platform-for-lte-network/>