



Leib Information & Communication Technologies

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## For second year an Uruguayan company attends mobile technology global event

Montevideo, Uruguay - Thursday, February 21st, 2013 - The Uruguayan software company Leib ICT became the first, and for second consecutive year, the only representative of his country to exhibit its products at the annual technology event "GSMA Mobile World Congress", which took place between 25 and 28 February this year and attracted more than 75,000 visitors from over 200 countries.

In this opportunity it will introduce three technological innovations that have revolutionized the mobile phone market, including a flexible and easily configurable database specially designed for mobile virtual operators (MVNOs), a sector that has grown exponentially in recent years due to the wide offer of services related to this industry.

"Our HLR (database) is a unique programmable and high availability system that allows managing subscribers through external applications that have a simple and friendly interface, reducing operational costs and complexity of the network, with a scalable architecture for greater productivity", said Alejandro Leib, founder and CEO of the company.

The two other innovations include a system to optimize the filtering of signals and another to manage and filter messages within the operator environment, optimizing the network security.

Last year Leib ICT introduced a solution that dramatically improved the SMS campaigns effectiveness thanks to a data collection system based on the subscriber's location. Its impact in markets like the U.S. and Europe encouraged repeating the experience this year.

The company started working primarily with telephone operators and virtual operators in several Latin American countries such as Bolivia, Paraguay, El Salvador, Guatemala, Colombia and Honduras, but now also has a great reception in the global market. "We want to thank to all our customers, to Latin America with which we feel very comfortable in sharing the same language and culture, and also representatives from Africa, Europe and North America for allowing us to grow and expand our business objectives", Leib said.

### **About Leib ICT**

Leib ICT, an uruguayan company with family origins, has been conquering several steps of experience in the area of telecommunications software engineering to perform cutting-edge products and achieved a reputation in the world market for its

commitment to providing stable, profitable and high performance systems at competitive prices. It specializes in USSD, SMS, CAMEL and location services to benefit operators, developers, system integrators and content providers, among others.

Since 2006, the company is dedicated to producing and developing proven solutions, valuing the customer's time in the whole process.

In 2011, Leib ICT assumed on the challenge of being one of the first value-added platforms (VAS) providers to commercialize products based on [SIGTRAN](#), having surpassed 60 USSD Gateway developments using this technology among major Latin American operators such as Digicel, Movistar and Tigo.

Other products of the company include structural solutions such as: [USSD Gateway](#), location services, [Programmable HLR](#), [Free Sigtran Sniffer](#), [Sigtran Firewall](#), [SigMon](#), SMPP-MT Gateway, [Programmable EIR](#), [Intelligent Broadcaster](#) and [CAMEL Gateway](#).

### **Uruguay, worldwide leader in IT exports**

Uruguay is the leading IT/software exporter in Latin America. It exports more than \$150 million in software, and this number has been significantly growing in the past years. *(Secretary of Commerce Carlos M. Gutierrez at the Uruguayan-American Chamber of Commerce, Montevideo, Uruguay, October 2007) [\[+\]](#).*

This is an outstanding amount for a 3,4 million people country, with 33% of its production being exported (CUTI) to more than 50 markets around the world.

### **For more information, please contact**

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### **Notes to Editors:**

SOURCE: Leib ICT

### **Links & Press Releases:**

- [Uruguayan Innovations at Mobile World Congress](#) *(Automatic translation) / Innovaciones uruguayas en feria mundial de móviles (2013, El País, Uruguay).*
  - [Leib ICT: MVNOs are a new business opportunity](#) *(Prepaid MVNO.com) / Los MVNOs son una nueva oportunidad de negocios (2013, Signals Telecoms News).*
  - [For 2nd year an Uruguayan company present at MWC](#) *(Automatic translation) / Por segundo año consecutivo una empresa uruguaya presente en el MWC (2013, TecnoNews)*
  - Alejandro Leib profile: <http://www.linkedin.com/in/aleib> / [Alejandro Leib profile](#) *(2013, ZoomInfo)*
  - [Uruguay was included for the first time at Mobile World Congress](#) *(Automatic translation) / Uruguay figuró por primera vez en Mobile World Congress (Original in Spanish. 2012, El Empresario, El País, Uruguay).*
  - [Leib conquers markets with its new advertising software](#) *(Automatic translation) / Leib gana mercados con su nuevo software publicitario (Original in Spanish. 2012, Gente y Negocios, El País, Uruguay).*
  - [Shy presence from LatinAmerica](#) *(Automatic translation). Tímida presencia de Latinoamérica (Original in Spanish. 2012, El País de Madrid).*
  - [Uruguayan Company at the Congress](#) *(Automatic translation) / Empresa uruguaya en el Congreso (Original in Spanish. 2012, El Empresario, El País, Uruguay).*
- [Noticias de Ingeniería de Sistemas \(ORT\)](#)

[Uruguay líder en exportación de software al mundo](#)

[Uruguay primero en AL en ancho de banda de descarga \(20/02/2013\)](#)

Mobile World Congress Website: <http://www.mobileworldcongress.com/>

MWC 2012 Report:

[http://img.en25.com/Web/GSMC/MWC12\\_Post\\_Event\\_Report.pdf](http://img.en25.com/Web/GSMC/MWC12_Post_Event_Report.pdf)