



## Quickly Growing Ringback Tones Launched by Polkomtel S.A. (Plus) on Wind Mobile's Platform

*A new ringback tones service offered by Polish mobile operator Polkomtel gains subscribers at a very high rate. The service has been deployed on a platform delivered by Wind Mobile.*

Krakow, Poland ([PRWEB](#)) June 12, 2008 -- Since February Polkomtel S.A. offers a custom ringback tones service, called Czasoumilacz (EnTIMeTeiner). The service enables Polkomtel's customers to replace a traditional 'beep' tone, heard by those who call them, with personally selected - or even personally created - songs and sound effects.

"Thanks to our cooperation with Wind Mobile, Polkomtel has been technically capable to deliver, through a scalable platform, the custom ringback tones service with a very rich music content to all Plus customers," said Dariusz Boduch, Deputy Director, Products and Services Development Department, Polkomtel S.A. "Thanks to the original and innovative advertising campaign, prepared and carried out by Polkomtel, the service has been highly popular since its very launch."

A novelty of the promotional campaign lies in creating "the first exclusively mobile" music band called The Czasoumilacze (The EnTIMeTeiners). Their mission is to "put an end to the boring standard ringback signal." The viral advertising campaign includes funny ads and information in TV, press and internet, as well as [the band's fanclub portal and blog](#).

"Polkomtel has been carrying out one of the best ringback tone service launches in the region," said Tomasz Gniewek, VP Consulting and Sales at Wind Mobile. "I have never seen comparable service pick-up rates in Europe. We are happy to see that the functionality of the platform is attractive to users and creates a synergy with a strong advertising campaign."

The new service remains highly reliable and scalable thanks to a unique architecture of the system deployed by Wind Mobile - [Falcon Custom Ringback Tones](#), which has been integrated with Plus mobile network in four independent localizations.

About Polkomtel S.A.

[Polkomtel S.A.](#), one of the three major mobile operators in Poland, provides services for over 14 million subscribers. The distinguishing features of its business are: top efficiency, innovative services, and customer care. The carrier has often been the first on the Polish market to offer innovations in mobile services, such as the first MMS, voice SMS, GPRS and EDGE, and more recently the first to offer 3G services, including UMTS. The carrier operates five brands: Plus, Simplus, Sami Swoi, iPlus and MixPlus.

About Wind Mobile

[Wind Mobile](#) is a vendor and integrator of innovative systems for telco value added services. The company is known mostly for its highly-scalable custom ringback tone platform, but also offers solutions such as: mobile video blogging, video IVR, SMS notifications or a USSD gateway. Wind Mobile's customers include all major mobile operators in Poland: Polska Telefonia Cyfrowa (T-Mobile group), PTK Centertel (Orange), Polkomtel (Plus) and P4 (Play Mobile), as well as Nova in Iceland.



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