

News Release

Wavecell travels halfway round the globe to present at ITW 2017

Wavecell will be participating in International Telecom Week (ITW) for the first time where it will showcase how complex telecom services for web or mobile application can be packaged into simple and powerful APIs

Singapore, May 15, 2017 - Wavecell, Asia's leading cloud communications platform, will be exhibiting its service offerings at ITW 2017, happening from May 15 to 17, 2017. Wavecell's exhibition will be dedicated to showcase its high-quality A2P messaging API to the Asia Pacific region for global wholesale and A2P SMS players, especially those from the USA and Europe.

Olivier Gerhardt, CEO and Co-Founder of Wavecell, emphasised the significance of the trade show: "As one of the leading trade shows for the telecommunication industry, ITW is the ideal platform for expanding our market presence and cultivating telecom, wholesale and aggregator relationships. We also want to present ourselves as an innovative, competent and reliable partner with strong presence in Asia Pacific."

Wavecell, being a multi-channel cloud communications platform, also provides an added dimension to customer experience by allowing the seamless integration of its live-video interaction into any business platforms - websites, mobile applications and systems, allowing a more personal interaction. Similarly, both Wavecell's messaging and live-video solutions can be easily integrated into existing business systems and workflows, to empower businesses and allow them to better engage their users and customers, thereby enhancing business loyalty and productivity.

Headquartered in Singapore, Wavecell's technological and application expertise are continuously being used by numerous leading eCommerce, travel, logistics, insurance and banking providers in the Southeast Asia region. The company is currently represented in seven offices worldwide and provides round-the-clock support to its global customers.

Wavecell is present at **Booth 1312**, from May 15 to 17, at International Telecoms Week 2017, held at Hyatt Regency Hotel and Swissotel, Chicago IL, Purple Level, from 8.00am to 5.00pm daily.

For more information, please visit: www.wavecell.com



About Wavecell

Wavecell simplifies real-time communications using Messaging Solutions and Live Video Interaction for any platforms such as applications, websites, and services. The company's strength lies in offering cloud-based multi-channel communications to developers and enterprises, enabling them the power to build better services by integrating Wavecell's APIs and SDKs. Wavecell ensures first-class connectivity to more than 190 countries while maintaining high-security standards on its platform.

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