

## TechnoMart benefits FMC with uMobility

*FMC services for 20,000 people by LeCiel Media and ISNC*

Seoul, Korea, December 14, 2011

LeCiel Media(LCM, [www.lecielmedia.com](http://www.lecielmedia.com)) and ISNC([www.isnc.kr](http://www.isnc.kr)) today announced that smart phone users in Sindorim TechnoMart will have access to the smart internet telephony service based on latest FMC(Fixed Mobile Convergence) technology.

The market leading FMC solution 'uMobilty' works with TechnoMart business telephone systems to let FMC subscribers make office phone calls directly from smart phones, while seamlessly roaming between in-building Wi-Fi and cellular networks.

More than 20,000 people in Sindorim TechnoMart, one of the biggest multiplex building in Seoul, have used Internet telephony business system from ISNC. This new uMobility solution will provide the tenants in shopping mall and entertainment space with the benefits of lower cellular phone rates on subscribing this FMC service. And it will bestow a work productivity to company workers in the building as a stepping stone of UC Smart Work environment. This FMC service covers its whole 45 floors including basement parking lots.

"Everyone in TechnoMart is using a cell phone and enjoys Wi-Fi networks for Internet access. And now FMC subscribers never miss a voice call by maintaining

an in-office appearance even while wondering around the mall.” J. Shane Suh, CEO of LCM, said. “The two big requirements for FMC service were VCC(Voice Call Continuity) and mobile device variety. Through any networks of Wi-Fi wireless and 3G mobile, seamless roaming for a wide variety of handset devices such as iPhone, Android phones like Galaxy Series, Nokia and tablet PC is supported.”

### **About Leciel Media**

Founded in 2007, Leciel media is leading provider of converged internet communication, valuable contents and IT service applications. Leciel Media partnering with Varaha Systems (US) has been providing comprehensive uMobility solution which ensures superior voice quality, seamless networks hand-offs and enterprise-grade communication capability.