



MobileMax signs first US cellular deal; MobileMax will receive payment for customizing its product and royalties based on 8x8's revenue from use of the product.

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Fixed mobile convergence solutions developer MobileMax Technologies Ltd. (TASE:MBMX) today announced a distribution agreement with US VoIP telecommunications company 8x8 Inc. (Nasdaq: EGHT). The deal is MobileMax's first entry into the cellular communications market in the US. 8x8 will market a new MobileMax mobile VoIP service to business and private customers of a US telecommunications operator. The software will allow cellular calls to reach 8x8's VoIP network.

8x8 will pay MobileMax NIS 535,000 to customize its product for the customer. MobileMax will also receive royalties based on 8x8's revenue from use of the product.

This is MobileMax's second order from 8x8. The first contract, signed two and a half years ago, was for MobileMax's software.

8x8 provides Internet Packet 8 telecommunications services.

MobileMax CEO Ra'anah Cohen said, "This is another jump in magnitude for MobileMax. Following our recent contract with Verizon, one of the world's largest telecommunications operators, and with a major European operator, we are adding one the largest mobile operators in the US to our customer list."

MobileMax's share price rose 4% by early afternoon today to NIS 1.03, giving a market cap of NIS 44 million.

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Text	
Date	All Dates
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Subject	All Subjects
Industry	All Industries
Region	United States
Language	English
Results Found	56

Timestamp	17 July 2018 13:05
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