

# Latin America's premier MVNO Uff! Móvil to migrate to I-New's Colombian MVNE platform.

I-New Unified Mobile Solutions' Latin America MVNE track record matures with the onboarding of Colombia's premier MVNO Uff! Móvil.

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I-New Unified Mobile Solutions' number one awarded MVNE service model allows to aggregate multiple MVNO's to run on the same instance and to realize mobile service offerings with a maximum of convenience, competitiveness and within a record time to market. The company successfully runs MVNO enabling service hubs in Asia Pacific, in Europe, in North America and in the Latin American countries Mexico, Chile and Colombia.



Uff! Móvil and I-New are proud to announce their partnership in order to fuel the MVNOs growth strategies by launching new and dynamic mobile products and services on I-New's Colombian MVNE platform during 2016. As the first MVNO in Latin America, Uff!

Móvil is provided with a huge and powerful subscriber base, which are among the most loyal in the market. In the near future, Uff! Móvil's demanding subscribers will profit from new and contemporary products and services, enabled by I-New's unique and comprehensive portfolio which professionally supports MVNOs in the creation of compelling mobile business offerings along the complete customer journey. Uff! Móvil is operated by the US based company Virtual Communications and was previously owned by Colombia's largest bank Bancolombia.

Javier Pinzón, CEO of Uff! Móvil Colombia comments: "As the Latin America market leader, I-New provides a compelling track record when it comes to MVNO enabling services. The migration to I-New's MVNE environment empowers Uff! Móvil to service our subscribers with the best service quality available on the market. This will generate the next level of customer experience quality which perfectly suits to our highly demanding and loyal customer base". Helmut Reich, General Manager I-New Colombia adds: "We're truly honored to welcome Uff! Móvil on our local MVNE service environment and highly motivated about this great news and opportunity to service such a strong Colombian mobile brand".

## About I-New

I-New Unified Mobile Solutions is one of the fastest growing technology solutions provider in the mobile communication industry. We specialize in the domain beyond the mobile universe, finding its translation mainly with Virtual Mobile Networks. To conveniently open the telecom world and to naturally link it with the various daily habits of a service subscribers' life has become our enterprise mission and equally our clients' success. From offices all across the globe, we are capable of providing, implementing and running highly competitive products and services with a maximum of smart convenience for a converged mobile ecosystem: The MVNO Collection. The company is a trusted and proven partner by most demanding and industry leading clients around the globe. I-New was named 'Best Solution Provider' in 2014 and 2015 and 'Best MVNE - Enabler of MVNOs' at the Global MVNO Industry Awards 2016.

## Contact

**I-New Unified Mobile Solutions AG**  
Global Marketing & Communications  
marketing@i-new.com

**I-New Colombia S.A.**  
Jeroen Hoevenberg, Head of MVNx  
jeroen.hoevenberg@i-new.com

**Website:**  
<http://www.i-new.com>