

# Unified Signal, Inc.

OTCQB: UNSI

Unified Signal Inc, is a SaaS (software as a service) based billing and back office platform, which enables companies in virtually any industry sector to launch cellular and mobile wallet services using their existing brand.



Paris Holt, Founder and CEO

Unified Signal's turnkey telecom and mobile wallet billing platform allows its clients to sell, provision, fulfill, and care for services such as pre and post-paid cellular, domestic and international long distance, Internet, and most recently a mobile commerce product linked to a prepaid debit MasterCard.

## UNIFIED SIGNAL'S PRODUCT EVOLUTION

Unified's Founder and CEO, Paris Holt, started in the telecom industry in 1992 with Southwestern Bell Mobile where he headed up pricing and the MVNO (Mobile Virtual Network Operator) channel. MVNOs service the telecom industry by re-selling wireless services using the carriers' wireless networks, but launch their own brand of ser-

vice. The MVNO segment of the market has grown to over 25% penetration in the U.S. Over 70 Million Americans have activated their wireless phones with MVNOs, inclusive of brands like: Virgin Mobile, Tracfone, Net 10, Simple Mobile, and Choice Wireless.

Mr. Holt was later recruited to build an MVNO called Ameritel and within 18 months of its inception, Ameritel became the 2nd largest MVNO in the U.S. In building Ameritel, Mr. Holt noticed a large gap in the billing industry as there were 15 billing systems that serviced various market segments, but none of these systems adequately serviced the MVNO segment. Mr. Holt exited Ameritel to design and build telSPACE (www.telSPACE.com), which is now one of the industry's most feature rich billing and operating system for the MVNO industry.

The screenshot shows the Unified Signal website with the following elements:

- Header:** UNIFIED SIGNAL logo, social media icons (Facebook, Twitter, LinkedIn), and tagline "A Convergence of Voice & Data Services".
- Navigation:** HOME, SOLUTIONS, MOBILE MARKET, ABOUT, CONTACT, INVESTOR RELATIONS.
- Main Section:** "Mobile Virtual Network Operators - Enablement" with 10 service icons: Wireless Carrier Access, Private Label POS, Private label CRM, Reporting, API Support, Product Fulfillment, Pre/Post Paid Billing, Mobile Banking, Merchant Processing, and Carrier QA.
- Footer:** Three columns of services:
  - MVNO Enablement:** We provide turnkey Mobile Virtual Network Operator solutions including carrier access and product procurement. [Learn More](#)
  - Voice & Data Services:** Our integrated carriers and technology systems provide innovative VoIP and billing solutions with extremely competitive termination rates. [Learn More](#)
  - Mobile Commerce:** Full Turnkey Mobile Commerce enablement suite allowing clients to completely launch a mobile commerce product. [Learn More](#)

In 2012, Mr. Holt decided to diversify and create Unified Signal ([www.unifiedsignal.com](http://www.unifiedsignal.com)), which is an MVNO enabler using the core telSPACE billing platform to support its 23 MVNOs. Unified Signal has added unique functionality to the platform, including support for all major U.S. wireless carriers, cross carrier family plans, and a powerful wallet product which has the ability to be a very disruptive technology in the mobile wallet market segment, which is one of today's hottest technology sectors.

## UNIFIED'S ACQUISITION GROWTH STRATEGY

In 2014, Unified Signal acquired a data only MVNO called DataJack. For the last 4 years DataJack developed a proprietary data only (MiFi) billing system which was very unique and synergistic to Unified Signal's core billing platform. DataJack was a public company and through a reverse merger, Unified became a fully reporting public OTCB company. Over the last year, a core Unified Signal strategy has been to close additional acquisitions that would provide the company with increased revenues and distribution.

In June of 2015, Unified Signal acquired the assets of InterMar, LLC a strategic sales, marketing, and distribution company which focused primarily on the ethnic consumer and unbanked markets since 1999 and services over 50,000 retail points of distribution across the country. The strategy behind the acquisition is for Unified Signal to create a new MVNO brand of cellular service which would be owned and operated by Unified Signal and distributed into the InterMar distribution. As an MVNE, Unified Signal accrues revenue of \$1.50 to \$2.25 per customer per month and nets \$.50 per customer per month in profit. This strategic pivot into Unified Signal's new MVNO, called MyTime Wireless ([www.mytimewireless.com](http://www.mytimewireless.com)), will accrue \$40-\$45 average revenue per customer per month and increase net profit to well over \$5 per customer per month.

MyTime Wireless' target market is the ethnic communities in the larger metropolitan cities on the east coast. The product bundles \$5 of international long distance (ILD) into each rate plan every month and a FREE prepaid debit card. International long distance calling rates have been priced far below anything consumers have ever seen in the prepaid calling card marketplace. These low calling rates allow people living in the U.S. the ability to call family and friends or anyone else in other countries at a fraction of the cost they are paying today. The MyTime Wireless product set also allows its customers to move money to friends and family for FREE compared to a typical 10%-15% transaction fee.

## MOBILE WALLET PRODUCT SUITE

The Unified Signal Mobile Wallet product enablement suite is comprised of two core feature sets that service the banked and unbanked market segment.

Mobile Wallet "m-Wallet" Program (Virtual Savings Account): This product set is a simple private label PayPal type of service, where customers can load money from a credit card, checking account, and receive money from other m-Wallet users. Customers can move funds from their m-Wallet to: other checking accounts; m-Wallet users; make ILD calls; pay bills; or move money to their debit MasterCard.

Debit MasterCard Program (Virtual Checking Account): Customers can choose to add an additional prepaid MasterCard which provides users access to global ATM networks, as well as the ability to use their card anywhere MasterCard is accepted. Money can be FREELY moved from the m-Wallet account to their debit MasterCard in real time, using a state of the art data app. Customers can opt to order a companion card and mail that card to someone abroad. Once they receive that companion card, money can be freely moved from the m-Wallet to the companion card in real time and

with no transaction costs. Funds can then be used anywhere MasterCard is accepted and funds withdrawn at any ATM.

## INTERNATIONAL EXPANSION

Unified Signal has secured a Serbian client called Go4Yu and has been approved by the Central Bank of Serbia to launch its mobile wallet technology into the entire country of Serbia. Go4Yu wireless customers will be able to move money using Unified's m-Wallet technology. Money will be deposited onto the Serbian customer's local debit card account where customers can use their funds locally. Unified Signal will also be integrating its Pending Payments technology into over 200,000 merchants in Serbia. This will allow customers with smartphones the ability to quickly and securely purchase goods and services using Unified's m-Wallet data app technology, which has been deployed on the IOS and Android operating systems.

## UNIFIED SIGNAL FUTURE

Unified Signal is looking to grow revenues and profits through 3 verticals: 1) additional strategic acquisitions; 2) it's existing 23 MVNOs; and 3) through its newly launched MyTime Wireless MVNO. The company's end-game strategy is to find an acquisition partner in 2016/2017 that will allow the company to further expand its reach to additional international markets. The ultimate mission of the company is to provide its end customers a product that will bring their friends and family closer together where ever they may be in the world. From voice and data services, to mobile wallet and money transfer technologies, Unified Signal's team is committed to continued innovation and ensuring that its product suite is always on the cutting edge of technology.

Website: [www.unifiedsignal.com](http://www.unifiedsignal.com);  
[www.mytimewireless.com](http://www.mytimewireless.com) ■

*The company paid consideration to SNN or its affiliates for this article.*