



Vividwireless selects Motive to deliver world-class 4G wireless customer experience

Customers to benefit from hassle-free service-activation and efficient customer service

AUSTIN, Texas, January 19, 2010 — Motive, the leading provider of digital life management solutions for fixed and mobile broadband services and an Alcatel-Lucent company (Euronext Paris and NYSE: ALU), today announced that Vividwireless, a new Seven Network Limited company in Australia, has selected Motive's Mobile Broadband Management Solution to help them deliver superior customer service as it launches the first-of-its-kind 4G wireless Internet service in Perth, Australia.

"The new Vividwireless network will offer consumers faster speeds and greater download capacity at more affordable prices than other wireless broadband providers," said Martin Mercer, CEO of Vividwireless. "After a thorough competitive analysis, we selected Motive's mobile broadband solution because of its superior product features and demonstrated fluency in OMA-DM and TR-069 standards. The Perth deployment is the first of its kind and we are excited to be working with Motive."

Vividwireless' philosophy is to keep things simple to make their customers' lives easy and will use Motive technology to empower their customer service representatives with advanced tools to help customers to quickly setup and manage new services. In addition customer service representatives will have the ability to diagnose and resolve issues quickly and efficiently. Motive's mobile broadband management solution will help the company provide a simple, seamless customer experience across the entire eco-system of 4G wireless devices and services. The benefits are reduced customer service handling times and increased first call resolution resulting in a world-class customer experience.

Vividwireless plans to deploy and support a range of WiMAX devices based on the OMA-DM and TR-069 standards. Motive's solution enables remote provisioning and troubleshooting of WiMAX devices using both device management protocols.

"Vividwireless will be the first 4G wireless broadband network in Australia to date," said Ingolf Ruh, vice president for sales APAC and EMEA. "We're excited to be a part of their efforts to bring 4G to Australia and we look forward to building upon this relationship in the future."

By delivering a positive, trouble-free experience throughout the entire customer service lifecycle, Vividwireless will increase customer loyalty and service uptake across a wide range of services and devices by ensuring that the devices are configured with the right settings and can be upgraded easily as the network is optimized.

About Vividwireless

Vividwireless will build and operate Australia's first 4G wireless broadband network using a WiMAX solution. The service will operate in the 2.3Ghz band and will be based on WiMAX technology with a medium term roadmap to the simultaneous operation of WiMAX and LTE. Vividwireless has access to the largest contiguous block of 4G spectrum of any wireless operator. The combination of this spectrum advantage and its 4G network enables Vividwireless to deliver an unparalleled customer experience. Customers of Vividwireless will enjoy much faster speeds, more download capacity and differentiated QoS (quality of service), at very competitive price points.

About the Motive Product Division

Motive, an Alcatel-Lucent company, provides digital life management software for broadband and mobile data services. Motive's software is helping wireline, wireless, cable and satellite operators worldwide deliver a new generation of IP-based services that seamlessly integrate voice, video and data into a single, connected experience. With Motive products, operators can leverage one service management platform to automate and remotely manage key customer touch points throughout the service lifecycle, across multiple services,

networks and devices. The result is a consistent, unified experience for both end-users and service providers that increases revenues from new and converged services, reduces fulfillment and support costs, and drives greater customer satisfaction and loyalty. For more information, visit Motive on the Internet:
<http://www.motive.com>

About Alcatel-Lucent

Alcatel-Lucent (Euronext Paris and NYSE: ALU) is the trusted partner of service providers, enterprises and governments worldwide, providing solutions to deliver voice, data and video communication services to end-users. A leader in fixed, mobile and converged broadband networking, IP technologies, applications and services, Alcatel-Lucent leverages the unrivalled technical and scientific expertise of Bell Labs, one of the largest innovation powerhouses in the communications industry. With operations in more than 130 countries and the most experienced global services organization in the industry, Alcatel-Lucent is a local partner with a global reach. Alcatel-Lucent achieved revenues of Euro 16.98 billion in 2008 and is incorporated in France, with executive offices located in Paris. For more information, visit Alcatel-Lucent on the Internet:
<http://www.alcatel-lucent.com>

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