



Press release

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Cell Telecom opening 3G centre in England

Cell Telecom is starting up a new office in Brighton to bring new expertise onto the English market where it concerns the third-generation mobile system, 3G. The company, a subsidiary of the Cell Network group, will take up a niche as a "3G competence centre".

The establishment of the English office will complement the Cell Telecom's offer of services in Sweden. Furthermore, the local investment will facilitate the collaboration with major telecom customers based here.

"It is important to already be in place as a global player when the introduction of third generation mobile systems catches on all over the world," says Karin Werhagen, newly appointed MD of Cell Telecom Ltd. Her background includes various directorial and development posts within telecom and the consulting industry, including Q-labs and Ericsson. "Telecom is an international market in which technology, suppliers, and services are already very largely global, and will continue to be so. So the base in England was a natural stage in our strategy."

Cell Telecom Ltd is planning to expand rapidly in the coming year. During December, the removal vans will be going to Brighton, and there will be five staff on site from January. The target during 2001 is for this to increase to 20 people.

There were a number of reasons for the choice falling on Brighton. The town is near to both customers and the University, whilst the price level for premises and accommodation is lower than in London, which will make it easier to recruit new staff.

Among the company's major clients operating within 3G competence are Ericsson, Tele2 and Europolitan.

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Cell Telecom offers services and solutions to customers within the entire telecom and data market, as well as end users of telecom-based services. The services offered are critical business support systems and product development within areas such as mobile and data communication, Network Management, Embedded Systems, Wireless Applications, the Internet, CTI, and Customer Service. Cell Telecom AB is a niche company within the Cell Network group.