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## Europolitan and BlueFactory to develop mobile entertainment services

**Europolitan and BlueFactory, the mobile entertainment service provider, have signed a strategic collaboration agreement whereby the companies will jointly provide Europolitan's customers with access to gaming and entertainment services via mobile phones.**

This agreement is a step in Europolitan's focus on the mobile entertainment market. Entertainment services directly to mobile phones already form a significant part of the mobile Internet service range, and this will be even more the case once UMTS networks are in place. The collaboration agreement between Europolitan and BlueFactory entails BlueFactory providing entertainment applications that support SMS, WAP and GPRS technologies. From the start, the companies will be focusing on developing future services adapted to 3G mobile telephony.

"We intend to be a major mobile entertainment services player in the Swedish market. This collaboration agreement is a crucial step in our focus on future 3G opportunities. It also enables us to offer our customers gaming and entertainment services using today's technology," says Mårten Ulvsbäck, Senior Business Manager Applications, Mobile Internet at Europolitan.

"Trends clearly show that different types of entertainment services are fuelling developments within the mobile Internet. We have found a long-term collaboration partner in Europolitan; like us, their focus is on customer benefits," says Soki Choi, MD of BlueFactory

The services will be launched in the first six months of 2001.

*Europolitan AB is a Swedish GSM operator and holds a licence to build a 3G network. The company is a leader in the field of technically advanced services. The Europolitan Group, which also includes the stock market listed parent company Europolitan Holdings AB and Europolitan's sister companies, Europolitan Stores AB, Ocom AB, Doberman AB and Mobile Relations AB, has around 1,300 employees. Vodafone owns 71 percent of Europolitan Holdings, and 29 percent is owned by private shareholders, investment companies and pension funds. The Vodafone Group has operations on five continents and serves over 65 million customers.*

*BlueFactory develops and provides mobile entertainment services based on SMS and WAP over GSM, GPRS and UMTS. BlueFactory is an independent supplier to portals, operators and other distributors. For more information, please visit [www.bluefactory.com](http://www.bluefactory.com)*

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