



Press release

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Virtual reality sells service contract for Scania

Cell Network has developed a completely new type of interactive marketing tool to present the Scania Buses & Coaches service concept for buses. It will be premiered at the bus exhibition UITP (the International Network of Public Transport) in London on May 20 - 25.

The technology makes it possible for Scania's customers to drive a bus in a virtual city environment resembling an animated children's film by use of a hand-held computer. During the journey they can make use of the various services offered by Scania.

"The marketing presentation is a mix of animated film, computer game, and PowerPoint. What is unique is that we combine technology with marketing and business strategy in an entertaining manner," explains Jan Lindh, Key Account Manager, Cell Network Sweden.

The agreement with Scania Buses & Coaches is worth SEK 1 million.

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Cell Network AB is one of the world's leading consulting companies focused on the IT/Internet, Telecom and Media/Communication. The company delivers business-critical solutions taking full responsibility for strategy, technology, design and content. Clients include Ericsson, Volvo, the Swedish Defence Material Administration (FMV), Telia, General Electric, AstraZeneca, Telenor and Statoil. Cell Network is listed on the Stockholm stock exchange's Attract 40/ O-list and has about 2000 employees in 14 countries. Read more about Cell Network AB at www.cellnetwork.com