

Press Release 06/18/2001

## **Hong Kong CSL first Asian operator to join forces with Ericsson Microsoft Mobile Venture**

**Ericsson and Hong Kong CSL today announced an agreement to market a solution providing mobile access to Microsoft Outlook functionality and secure mobile access to Internet and corporate Intranets. The application is developed by Ericsson Microsoft Mobile Venture and will be launched to enterprises later this year.**

Ericsson and Hong Kong CSL Limited will launch the mobile e-mail solution to enterprises on the Hong Kong market. Together with Ericsson and Microsoft, future joint development will focus on innovative mobile applications for GSM, GPRS and 3G networks. CSL is one of the leading network operators in Hong Kong with more than one million subscribers.

"Mobile e-mail is an essential service for our customers who work away from the office or while roaming overseas," said Mr Hubert Ng, Chief Executive Officer of Hong Kong CSL Limited. "We are delighted to work with Ericsson Microsoft Mobile Venture to broaden our range of mobile messaging solutions through cutting-edge technology."

"Hong Kong is an advanced market for mobile applications and Hong Kong CSL is one of the most innovative carriers in that marketplace – this tight relationship is therefore of strategic importance for our future development in the Asia-Pacific region," said Mr Ulf Avrin, president of Ericsson Microsoft Mobile Venture. He continued: "Our focus is to enable carriers to take a significant share of the growing data communications market and to achieve that we will work in close cooperation with leading network operators in different areas of the world."

The solution integrates Ericsson's mobile Internet technologies and products with Microsoft Exchange 2000 and Microsoft Mobile Information 2001 Server platforms. Customized support for multiple devices, bulk service activation and security solutions enables CSL to rapidly launch advanced mobile services.

### **About Ericsson Microsoft Mobile Venture**

Ericsson Microsoft Mobile Venture works with wireless service providers world wide to deliver carrier class mobile Internet services to enterprises and consumers. Moso is the advanced mobile e-mail solution that gives mobile access to Microsoft Outlook functionality and secure mobile access to Internet and corporate Intranets. The Mobile Venture enables carriers to launch services rapidly with unique capabilities to support multiple device types, bulk service activation for large enterprises and security solutions. The mobile services are based on Microsoft Exchange, Microsoft Mobile Information Server and Ericsson's technologies. Read more at [www.mobileventure.com](http://www.mobileventure.com)

#### **About CSL**

CSL is a pioneer in the mobile communications market in Hong Kong. Combining technical and engineering excellence with an in-depth understanding of the mobile market, it translates leading-edge technologies into customer-focused solutions that meet the needs of different market segments. The Company is acknowledged as the first in Hong Kong to employ a distinctive market segmentation strategy by marketing its services through its three mobile brands: 1010, One2Free, and "1+1" Communications. Quality, innovation and value are the commitments delivered to all mobile customers through these three brands. The Company launched its mobile services early in 1983 and today operates a world-class GSM/Dual Band network and a TDMA mobile network. CSL also offers comprehensive pre-paid mobile services and the widest international roaming coverage in more than 130 destinations in the world. The Company became the world's first operator to introduce High Speed Circuit Switched Data (HSCSD) service in May 2000. In November 2000, it launched the first commercial General Packet Radio Service (GPRS) in Hong Kong.

#### **FOR FURTHER INFORMATION, PLEASE CONTACT**

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