

Ericsson and Vodafone launch new mobile application

Ericsson New Zealand and Vodafone New Zealand have joined forces to market a service providing mobile Outlook and secure mobile access to Internet and corporate Intranets. The first enterprise customer has already been signed up.

The new application, Vodafone Moso, developed by Ericsson Microsoft Mobile Venture, will enable users to access Microsoft® Outlook functionality including e-mail, calendar, contacts, “to do” lists and shared public folders on any Ericsson R380, R320 phone or most other WAP enabled mobile devices.

“Critical success factors such as adaptation of user interfaces to different devices, mass activation capability, and enterprise security solutions have been customised by the Mobile Venture to meet Vodafone’s specific requirements in this market,” said Mark Millar, Ericsson account manager.

In New Zealand, Ericsson Synergy is delivering the application for which Vodafone has already signed up Genesis Power, a major electricity generation company, as the first corporate user.

“Working closely with the Mobile Venture has enabled us to quickly launch an advanced service,” said Steve Aschebrock, Commercial manager at Vodafone. “Genesis users have reported that the anytime access to key Microsoft applications provided by Vodafone Moso - together with Internet and corporate Intranet access via their WAP enabled handset, has made them significantly more effective in their day to day work.”

Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.

Read more at <http://www.ericsson.com/press>

FOR FURTHER INFORMATION, PLEASE CONTACT

Ulf Avrin, President, Ericsson Microsoft Mobile Venture
Phone: +46 8 568 647 02; E-mail: ulf.avrin@mobileventure.com

Alison Crosbie, Communications Manager, Ericsson New Zealand
Phone: +64 9 355 5460; E-mail: alison.crosbie@ericsson.co.nz

Alison Sykora, Corporate Communications Manager,
Vodafone New Zealand Ltd
Phone +64 9 357 5631

About Vodafone

Vodafone New Zealand Ltd is part of Vodafone Group Plc, the world's largest mobile telecommunications company with 83 million proportionate customers. The company has interests in 29 countries over five continents.

Vodafone New Zealand now has more than 889,000 customers on its fully digital network and provides coverage to 97 percent of the population.

About Ericsson Microsoft Mobile Venture

Ericsson Microsoft Mobile Venture was established to give users access to business and personal information, anytime, any place on any device – which in today's increasingly mobile society is essential. This is done by integrating Microsoft® Mobile Software with third party applications and Ericsson's technology in mobile solutions for wireless service providers. The solutions are based on Microsoft Windows® 2000 Server and Microsoft Exchange 2000 platforms.

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

For more information about Microsoft Mobility, European press only:
Kevin Bossi, Miller/Shandwick Technologies, (+44) 207-240-8666,
kbossi@miller.shandwick.com

Matt Warder, Miller/Shandwick Technologies, (+44) 207-240-8666,
mwarder@miller.shandwick.com

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