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Melody signs iSMS contract with 3G network operator

Melody Interactive Solutions has signed agreements with MobilCom Multimedia GmbH in Germany for delivery and support of the Melody Wireless Access Gateway for commercial launch of interactive SMS services (iSMS).

Melody has signed license and support agreements with MobilCom for the Melody Wireless Access Gateway with SMS Module (WAG-SMS), a product that enables service providers to offer interactive and personalized SMS services to all mobile users. With iSMS, Melody is preparing the market for the next steps in the development, namely WAP 1.2 push in conjunction with General Packet Radio Services (GPRS), and later on Multimedia Message Services (MMS) which will be introduced with third generation mobile telephony.

According to the GSM Association, a total of 6 billion SMS's were sent in Germany during the first quarter this year. MobilCom has more than 4.6 million subscribers and plans to launch iSMS services with the Melody WAG-SMS in Germany late this summer.

"We are very happy to enter the German market with MobilCom, who we consider very innovative and keen to deliver competitive mobile services. The Melody WAG-SMS will give MobilCom a valuable tool in the migration of today's users into 2.5G and 3G services," says Ulf Änggård, CEO and President of Melody Interactive Solutions.

The Melody WAG-SMS is a platform that gives mobile service providers an excellent opportunity to spread the usage of interactive mobile services to all users. The product enables the delivery and creation of personalized mobile services, based on existing and future mobile content, accessible in today's most popular format, SMS.

For more information, please contact

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Background of Melody

Melody Interactive Solutions AB (publ) provides enablers and applications for wireless communication to mobile operators, service providers, portals and vertical industry segments. Melody helps customers enhance their mobile business and accelerate end-user adoption of new mobile services by bridging today's and tomorrow's mobile technologies. Melody was founded in Stockholm in August 1998 and is financed by Telenor Ventures A/S, IT Provider, StartupFactory, and Capital Research Company. Melody is a member of WAP Forum™, Mobile Applications Initiative, and is an associate member of the Bluetooth™ SIG. More information is available at <http://www.melody.se>.

Background of MobilCom

Founded by Gerhard Schmid in 1991, MobilCom was noted as one of the first companies on the Neuer Markt of the Frankfurt stock exchange in 1997. In April 2001, MobilCom and France Télécom set up the joint venture MobilCom Multimedia GmbH with equal amount of shares. MobilCom is a UMTS license holder and plans to open the German UMTS market as the first multimedia network operator in mid-2002. According to a so-called "national roaming" agreement, MobilCom customers can use wireless voice and data services over the E-Plus network whenever they are outside the network coverage of the MobilCom UMTS network. More information is available at <http://www.mobilcom.de/>.