

## **AU-System enters partnership with MediaBricks**

**Stockholm, Sweden - June 20, 2001** - AU-System have finalised a collaborative agreement with MediaBricks, a company providing a service platform to operators and service providers for distributing and presenting images, sounds, and video in 3G and GPRS networks. With this agreement, AU-System become the recommended partner for integration of the MediaBricks service platform, as well as for application development and support.

“In the new mobile networks, users’ access to bandwidth will vary, as will the characteristics of the different terminals that users will communicate with over the network, says Johan Sköld, Regional Manager at AU-System. “These factors present completely new challenges for operators and service providers.”

MediaBricks’ service platform recognises both the available bandwidth and the capacity of the mobile terminal, the screen and memory sizes, for example, and adapts media distribution to current conditions so that the user always receives the optimum quality and maximum benefit.

“AU-System’s expertise within advanced technology and the mobile Internet together with their experience of integration work for operators and service providers makes the company a perfect partner for us,” says Christer Simrén, CEO of MediaBricks.

AU-System have been involved in the development work surrounding the technology and will offer the platform directly to customers, either themselves or together with MediaBricks. Motorola also have a close collaboration with MediaBricks. The Accompli 008 and Accompli 009 GPRS telephones are both equipped with rich media functionality developed by the Swedish company.

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### **About AU-System**

AU-System is a leading Mobile Internet consultancy. Through the subsidiary SandbergTrygg, the company also offers integrated services for marketing communications. Major clients include Ericsson, Telia, Scania, Nordea Nordbanken and Singapore Telecom. AU-System was established in 1974 and currently employs more than 1,000 staff in offices in Sweden, the U.K., Italy, U.S.A., Thailand and Singapore. AU-System is listed on Attract40 of Stockholmsbörsen, under the symbol AUS. For more information, please visit [www.ausystem.com](http://www.ausystem.com).

### **About MediaBricks**

MediaBricks have developed a service platform that enables combinations of images, sounds, and video, so-called rich media, to be delivered to mobile terminals in the GPRS and 3G networks. The company was founded in 2000 by Real Venture Group together with Per-Johan Andersson, Magnus Carlsson, and Konstantin Zervas. MediaBricks recently entered a strategic partnership with Motorola. The company has offices in Stockholm and Gothenburg. See [www.mediabricks.com](http://www.mediabricks.com) for more information.