

## Press release

2001-07-11

### Adera one of the suppliers in Telia's launch of broadband portal

*Telia has further established its role as a supplier of Internet experiences and new media by launching their broadband portal [www.startsidan.telia.se](http://www.startsidan.telia.se). Adera has developed the concept and the graphic interface. [www.startsidan.telia.se](http://www.startsidan.telia.se) is a first-of-its-kind concept where Internet, telecom and media are being brought together in one unit.*

Telia's portal is an experiencebased broadband portal with a strong focus on simplicity and personality. The possibilities of communication in combination with presentation of moving images differentiate the portal. [www.startsidan.telia.se](http://www.startsidan.telia.se) is available for all Internet users regardless Internet provider.

- The connection between telecom and media creates a demand for knowledge of the new network economy. Telia has acknowledged Adera's capabilities in this area, says Rolf Jansson, CEO Adera. In developing the concept around the broadband portal, we were given the opportunity to combine expertise from our practice areas Integrated communication and IT-driven business development. That is when we can deliver real value of our services to our customers. The fact that Nordic TV Award elected Telia's broadband portal "Best webb TV" in the Nordic region further states the success of our cooperation.

Telia and Adera has a long history of successful cooperation with several parallel projects running continuously.

For more information, please visit: [www.aderagroup.com](http://www.aderagroup.com)

For more information, please contact:

**Rolf Jansson**, CEO Adera,  
Phone: +46 (0)705-72 72 02

**Jonas Johansson**, Account Manager Adera,  
Phone: +46 (0)31 701 67 68  
Mobile: +46 (0)703-12 55 72

*Adera AB (publ) focuses on generating business benefits for its customers by bringing together the skills crucial to successful competition in the new world of business logic. These include strategy/business development, marketing/communication and IT/Internet expertise. Adera currently employs 460 people and has offices in Gothenburg, Stockholm, Ljungby, Värnamo, Malmö and London. The company's shares are listed on the O list of the Stockholm Stock Exchange.*