

Press Release

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BlueFactory delivers GARBO to Telia in Sweden

BlueFactory – the developer of technology solution and services for mobile operators – has sold and delivered its platform solution GARBO to Telia in Sweden. GARBO offers operators a solution for mobile service provisioning and the deal is a breakthrough for BlueFactory on the European platform market.

— The deal with Telia is important for BlueFactory and further proves BlueFactory's position as a leading developer of advanced technology, says Soki Choi, CEO BlueFactory. BlueFactory already has a strong position in Europe as a provider of mobile services, now our ambition is to become Europe's leading provider of mobile service provisioning platforms.

GARBO offers operators a solution for service provisioning and simplifies the development of mobile applications for content providers. GARBO enables more flexible pricing and reduces lead times for new services, making more services available to the end-user. GARBO has been installed at Telia and will soon be open for content providers. GARBO supports both existing (SMS, WAP, positioning) and future (JAVA, MMS, EMS, 3G) technologies.

When developing GARBO BlueFactory was inspired by the concepts behind Japanese i-mode™ and has adapted the platform for European conditions.

— When mobile operators and content providers can work together through an open interface the European market offers similar opportunities for mobile service provisioning as for example Japan and Korea, continues Soki Choi. Our experience as content providers has influenced us in our development of GARBO, which is shown in its simple and flexible solutions for business and technical challenges.

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Press images are available at www.bluefactory.com

BlueFactory aims to be the leading provider of technology solution and services for mobile operators in Europe. BlueFactory offers wireless enabling technologies, software and entertainment applications based on existing and future technologies (SMS, WAP, WIG, WEB, KJAVA, Positioning and Bluetooth). BlueFactory currently has offices in Stockholm and Hong Kong. www.bluefactory.com