

Ericsson builds Internet Health Portal for medEra

Canadian medEra Life Science Corporation has successfully launched 'medbroadcast.com', an Internet portal for the home-health care market. Ericsson has developed, project managed and delivered medEra's innovative Internet portal that offers a one-stop destination for people searching for authoritative and user-friendly information on medical matters.

As the technology partner, Ericsson is delivering technical design and management, overall site architecture, as well as advertising module development, e-commerce, video streaming, and content engines. Ericsson also has developed strategies for scalability, storage and delivery and systems for international live event transmission.

"We needed a technology partner we had confidence in, one who understood our vision and could deliver something within an aggressive timeframe," says Dr. Michael Pezim, Chairman and President of medEra. "We were impressed with Ericsson's technical depth and expertise in the area of Internet Multimedia. They were the obvious choice."

The medbroadcast.com site consists of more than 800 pages and 30 broadcasting channels through which users can access motion graphics, text and streaming video on health topics. The portal will assist consumers in making well-informed healthcare decisions. An e-commerce component of the site is scheduled to go live August 31 and will offer a variety of home health-care items for sale.

"The site exemplifies how Internet-based technologies can be used to deliver information in a wide variety of ways to the user," says Steve Doswell, VP and General Manager of Ericsson's Internet Solutions Business Unit in Canada. "This concept of a portal, or community of interest, makes it far easier for today's Internet user to access information on-line."

Ericsson is the leading provider in the new telecoms world, with communications solutions that combine telecom and datacom technologies with freedom of mobility for the user. With more than 100,000 employees in 140 countries, Ericsson simplifies communications for its customers – network operators, service providers, enterprises and consumers – the world over.

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Company Information

medEra Life Science Corporation, developers of www.medbroadcast.com, is a leading provider of Internet-based medical information and e-commerce services, with offices in Vancouver, Canada and San Francisco, USA. The company trades in the United States on the OTCBB under the symbol MEDRF and in Canada as a senior board company of the Vancouver Stock Exchange (MER).

Please visit and the medbroadcast.com portal at;

<http://www.medbroadcast.com>