PHP world's first operator to implement Ericsson's communications portal iPulse

Ericsson strengthens its leadership in the Mobile Internet arena with the first commercial field trial of iPulse™, an intelligent IP-based application - simplifying and making communications more convenient for users. With a click of an icon, users can communicate across multiple networks and multiple devices.

Solutions like iPulse that aggregate and bundle services are what operators and service providers are looking for today in order to successfully attract and keep users.

With iPulse, jointly developed by Ericsson and OZ.COM™, Finnish-based multi-service operator PHP is the world's first operator to offer its subscribers an application, which instantly and easily connects users to each other by mobile phone, pager, PDA, home phone or computer using a simple point-and-click contact menu. iPulse efficiently combines services which generally are used via different devices, like a mobile phone, pager or a PC.

PHP Lahti Telephone Plc (PHP) will offer iPulse services, beginning in November, initially to some 1,000 subscribers together with its associated company, HTK NetCommunication, a market leader in ISP services. The convenience and mobility offered by iPulse, with its 'follow me' feature for routing messages and calls to users' devices of choice, will strengthen PHP's offering by differentiating its Internet access services from other providers.

PHP's launch of iPulse services will be simultaneous with its introduction of IP telephony services using Ericsson's IPT 1.6, IP Telephony system. Together, iPulse and IPT 1.6 will enable PHP to co-brand and bundle new services in voice-over-IP, voice or text chat and message routing over wireless and wireline networks.

"It is strategically important for us to introduce new, cutting-edge services like iPulse," says Heikki Mäkilä, development manager for PHP. "With iPulse, our users can create profiles that indicate when, by whom and how, they want to be reached so they have the most efficient communication methods possible."

With iPulse, PHP can efficiently improve the value of its services to users, consolidating and integrating all forms of communication for increased convenience. Furthermore, PHP can increase customer usage of the network and further improve subscriber loyalty.

"Operators find iPulse to be the new hot application that combines instant messaging with voice services in a secure environment," says Harry Håkansson, General Manager, Interactive Communications, Ericsson. "We are seeing a tremendous interest in iPulse from operators. Several other market trials of iPulse are already scheduled in Europe, North America and Asia."

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.

Please visit Ericsson's Press Room at: http://www.ericsson.se/pressroom

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More on iPulse
Jointly developed by Ericsson and OZ.COM, iPulse provides a secure, operator-centric communications framework. iPulse's modular, standards-based architecture makes it possible for operators to easily deploy billable IP-based value-added services, such as IP telephony or short message routing. With its ability to route calls and messages on wireless, wireline and IP networks, iPulse allows multi-service operators to offer true communications convergence.

Once activated, iPulse connects the user to an Internet framework. All users who are interested and have proper permission, can observe the on-line status of a given user. Additionally, each user can create virtual communities by allowing groups of users to participate in Web collaboration and text conferences. These communication services can be customized by users and service providers, using industry standards and open Application Programming Interfaces (APIs) for easy creation of new enhancements. iPulse provides a complete application service provider solution, providing Voice over IP telephony (VoIP telephony), intelligent routing and a built-in authentication process that provides security via encryption, known as Secure SHell (SSH).

For more information on iPulse, please visit:
http://www.ericsson.com/ipservices/ipulse/
http://www.ericsson.com/ipservices/ipservices.shtml

About OZ.COM

OZ.COM is a pioneer in the advancement and development of scalable, interactive real-time communications products and solutions. The company's mission is to put "people above networks™" and develop technology that integrates the Internet, traditional wireline and wireless communications services. With corporate headquarters in Boston and European offices in Reykjavik, Iceland, and Stockholm, Sweden, OZ.COM has over 80 employees and can be found on the World Wide Web at http://www.oz.com/

About PHP

PHP is a private regional multi-service operator, situating in Lahti, Finland, employing 380 people. It offers a full range of advanced fixed and mobile telephone, data, security, and value added services. PHP belongs to the Finnet Group, an association of private telecommunications companies with the total turnover of 10 BFIM in 1998.