



**Press Release  
Malmö 01-02-00**

## **Aspiro enhances WAP-portfolio by cooperating with Finnish Akumiitti**

**The wireless service company Aspiro today announced a reselling agreement with Akumiitti, one of the leading developers of wireless software applications. According to the Letter of Intent, Aspiro will offer Akumiitti's Entertainment Service Center-platform as part of Aspiro's integrated wireless portal solutions to operators and mobile service providers.**

Aspiro has developed an extensive portfolio of mobile information services aimed at telecom operators and web portal owners, who in their turn can offer their clients extra services for the mobile phone. The portfolio includes services within areas as e.g. News & Information, Financial Services, Travel Assistant, Shop-in-Pocket and Leisure & Pleasure. By cooperating with Akumiitti, Aspiro significantly enhances the area of entertainment-services.

*– In order to offer our clients the most extensive portfolio of services, we are always looking for wireless software developers as potential complementary partners. Akumiitti impressed with their experience and commitment. The ESC2-platform is a great supplement to our wireless portal solution portfolio, says Patrik Nilsson, Director Wireless Portal Services at Aspiro.*

The ESC2 enables operators to offer customers personalized ringing tones and screen displays of their mobile phones. The customers can also download a wide selection of melodies, as well as operator icons, picture messaging icons and caller group icons. ESC will eventually support chat, instant messaging, wireless games and other services.

*– The cooperation with Aspiro opens new channels for Akumiitti to reach the operators and mobile service providers internationally, explains Sales Manager Johan Friis at Akumiitti.*

Aspiro and Akumiitti will demonstrate their services at the GSM World Congress in Cannes, France, during the 1<sup>st</sup>-4<sup>th</sup> of February.

**For more information, please contact:**

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**About Aspiro**

Aspiro develops wireless applications and services, using WAP, SMS, GPRS and other innovative technologies. Aspiro offers operators, content providers and mobile organizations a wide range of solutions, from pre-packaged WAP services to strategy consulting involving value-added services. Founded in 1998 Aspiro is today one of the world's leading developers of mobile applications and services. The company has over 100 employees and offices located in Sweden, Norway, USA and Hong Kong. A subsidiary, Aspiro International, has been established in Luxembourg to lead the company's international expansion throughout the world. Aspiro's business concept, organization and operations are based on many years of experience gained in the wireless telecommunications and IT industries. More information about Aspiro can be found on [www.aspiro.com](http://www.aspiro.com)

**About Akumiitti**

Akumiitti, founded in 1993, is a leading wireless software company. Akumiitti is privately owned by its employees and two venture capital companies, the insurance company Tapiola and IT Venture Development. Akumiitti's main products, Entertainment Service Center (ESC) and Akumiitti Connectivity Library (ACL), enable cellular operators, carriers and content providers to create world-class value added services. The Akumiitti Telematic Platform (ATP) is a highly advanced telematics platform for wireless data applications designed to bring mobile connectivity to automobiles, appliances, mobile devices and other products. DaimlerChrysler, Nokia, Sonera and Fujitsu TeamWare are among Akumiitti's largest clients.