

## AU-SYSTEM INTRODUCES MOBILE MARKETPLACE.

GSM World Congress, CANNES, FRANCE, February 2., 2000 - AU-System today introduced Mobile Marketplace, an information service that combines the powers of the Internet with WAP and SMS. The solution is immediately available from AU-System.

AU-System offers Mobile Marketplace both as a packaged solution for installation at the client's premises and as an outsourcing service. The concept opens new possibilities for information delivery and mobile customer loyalty programs.

"Mobile Marketplace builds on AU-System's long experience of wireless service development for suppliers and operators", says Tomas Franzén, President and CEO of AU-System. "The concept answers our enterprise clients' need for a turnkey solution that offers device independent mobile end-user services."

Mobile Marketplace is based on a web site, accessible via WAP and HTTP. The content provider interface allows distributed publishing of information, like job opportunities, sales offerings etc. The content provider can select the reach of any entered information down to an individual level, enabling a number of applications for loyalty programs, limited offers etc.

Mobile Marketplace's customer interface allows the users to configure their accounts and view information via HTTP and WAP. The user can subscribe to personalised information within different categories and set up text or numerical trigger conditions, for company-related news, stock quotes etc. The information is delivered via e-mail or SMS according to the user's preferences. Mobile Marketplace also includes two-way communication allowing the user to act on the received information directly from the mobile device. This feature enables applications like auctions, time-limited deals etc.

AU-System is a key player in the international Wireless market. The company is an active participant in ETSI, the WAP Forum, and the Bluetooth SIG. AU-System currently has 150 active consultants with more than 250 man-years experience covering all aspects of Wireless Internet solutions. The company is the exclusive world-wide distributor of the Ericsson WAP Browser, and has the right to distribute the Ericsson Bluetooth Host Stack to other manufacturers.

### About AU-System

Founded in 1974, AU-System quickly established itself as Sweden's first software specialist in the area of data communications. Today, AU-System remains Sweden's largest independent consulting company within the networking field, with more than 630 employees. The company was presented with the prestigious industry award IT Company of the Year, 1999, by the Swedish business magazine Veckans Affärer. AU-System offer world class wireless software solutions and advanced consulting services, including integration and development projects, business development, and advisory services. Key customers include MeritaNordbanken, Telia, Singtel and Ericsson. For more information, please visit the AU-System Web site at [www.ausystem.com](http://www.ausystem.com).

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