

DIGITAL MOBILITY JOINS HP MOBILE E-SERVICES BAZAAR WAP-based mobile trading community grows

February 4, 2000: WAPHUB provider Digital Mobility Limited (www.digimob.com) has joined the HP Mobile E-services Bazaar, the global cyber marketplace for technology and commercial interchange launched last year by Hewlett-Packard Company. As a member of the programme, Digital Mobility will benefit from HP's resources and support to develop and offer DM's content-rich information and transaction services to WAP-enabled mobile users worldwide.

Through the InHand(tm) WAP portal Digital Mobility aggregates and delivers content from third-party providers to mobile phone users, exploiting the capabilities of WAP handsets to provide busy travellers with 'real time, any time, any place' control over their personal assets. Transactional capabilities of this 'pocket portal' are enabled by the unique abilities of the WAPHUB(tm) to provide a secure, encrypted access environment for WAP commerce.

Launched last May to nurture the development of Internet and other value-added services over mobile telephony, HP's Mobile E-services Bazaar supports the development of a new mobile trading community enabled by WAP phones and other emergent technologies.

Set up to fuel the development of mobile e-services, the HP Mobile E-services Bazaar combines an online "CyberBazaar" community with a number of regional centers of innovation, providing a trading community and developers program for mobile operators, service providers, application providers and enterprises. The Initial Center of Innovation is located in Helsinki, Finland, considered the "Mobility Silicon Valley." Additional physical centers are scheduled to be opened in Singapore, the United States and Japan by the end of 2000.

"By joining HP's global and ubiquitous Mobile E-services Bazaar, Digital Mobility can enjoy unprecedented access to new technology partners, customers and service delivery opportunities", says Digital Mobility Director of Products & Services Marcus Taylor. "With a partner of the stature of HP, Digital Mobility is better poised than ever to deliver cost-effective, personalised operator-neutral solutions to the mobile



business community worldwide."

"We are very happy to work with Digital Mobility in developing solutions for the rapidly growing mobile e-services market, " commented Atte Miettinen, manager of the first Mobile E-Services Bazaar, located in Helsinki, Finland.

Notes to Editors:

1. Operating from headquarters in London, Digital Mobility Limited was established in 1998 to serve the "high net worth European executive" through provision of Information / Communication / Authentication / Transaction services provided through fixed and mobile networks.

2. Digital Mobility Limited provides mobile end-users with timely, secure, personalised access and control over their assets through the convergence of portable and networked communication technologies.

3. Digital Mobility aggregates and delivers content from third-party providers to mobile phone users, exploiting the capabilities of the emergent range of WAP handsets to provide busy travellers with "any time, any place" access to a range of mobile banking, stocktrading, news, travel, information and other content-based services.

4. Digital Mobility is launching its own portfolio of financial and information services under the InHand(brand, and is also working closely with a number of major banking and financial services brands to develop and deliver their own m-banking offerings. Debuting in Q2 2000, a collaboration with UK mobile network operator Guernsey Telecom will deliver a range of InHand services to Guernsey's GSM mobile phone subscribers.

5. Digital Mobility Limited is backed by investment from Swedish Venture Capital fund Ledstiernan.

6. Digital Mobility is a member of the Wireless Application Protocol (WAP) Forum.

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