

## **Ericsson announces mobile Portal for personalized mobile Internet**

**Ericsson announces its mobile Portal solution specifically developed for mobile network operators. Ericsson's mobile Portal is a strategic solution for operators to meet the growing demand for mobile Internet services and a key driver in the transition to 3G systems.**

Visitors at the Ericsson stand at CeBIT, can easily personalize settings with the mobile portal, during live demonstrations.

With the new Ericsson solution, operators can expand their business to content provisioning, an important new competitive area for creating additional revenue streams, increasing customer loyalty and increasing value of services for users.

The Ericsson mobile Portal, named the Ericsson WISE™ Portal, has powerful features and flexibility for personalization that make it possible for operators to tailor the mobile Portal for a variety of customer categories. These same features also enable mobile Internet users to further personalize the mobile Portal to suit their different individual preferences and needs.

With Ericsson's portal, operators can provide a single site for accessing IP-based services through any Internet-connected device, such as a WAP phone, a PC, or other mobile terminal. The WISE Portal seamlessly integrates WAP and the Internet, and makes mobile Internet services reachable from any terminal.

For users, mobile Internet services become simpler and more convenient to use, which for operators can mean significant increases in service usage and revenues.

Ericsson has entered into an agreement with Scandinavian operator Telenor to test the Ericsson WISE Portal in the Telenor network.

“We believe that the WISE Portal together with mobile Internet will create new ways for us to develop businesses and interact with our customers. The WISE Portal will bundle communication and information to and from the mobile phone user and drive the development of a whole new range of personalized services,” says Olaf Henrik Kjorstad, Director of Mobile Future at Telenor Mobile Communications.

“Ericsson’s objective is to assist our customers in gaining leadership in the world of mobile Internet. For operators, the WISE Portal is an essential tool to attract and retain users. Telenor is recognized as a very advanced operator, and we’re pleased to have the first agreement with them,” says Lars Boman, head of Ericsson Business Unit Internet Applications.

Ericsson’s WISE Portal is designed to support operators’ existing systems and applications, for example SMS or WAP based services, as well as emerging systems such as GPRS and 3G.

WISE is a portfolio of Wireless Internet Solutions from Ericsson, designed to integrate GSM and Internet technologies. WISE blends telecom-grade products from Ericsson’s wireless and datacom portfolios.

*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>

#### **FOR FURTHER INFORMATION, PLEASE CONTACT**

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