

## **Ericsson announces developer alliance program**

**Ericsson today announced the Ericsson Developer Alliance Program to create worldwide business opportunities for professional developers of new products and services. The Ericsson Developer Alliance Program will provide development environments and support certification, training, and product information for a multitude of technologies in the Ericsson Mobile Internet Infrastructure portfolio, such as Bluetooth, WAP and EPOC. The Ericsson Developer Alliance program will expand Ericsson's good and revenue making relations with application developers and content providers.**

The Ericsson Developer Alliance Program (EDAP) will provide the necessary services for professionals to develop, implement and maintain solutions based on Ericsson technologies. The alliance program is focused on the rapidly growing need for new solutions made possible by existing and new technologies developed by Ericsson, such as WAP, Bluetooth and EPOC. New programs and subprograms under the umbrella of EDAP will be added continuously, thus creating an even better environment for the development of innovative add-ons within the Ericsson Mobile Internet Infrastructure. EDAP contains three subprograms from the beginning, namely Mobile Phones and Accessories, WAP applications and Smartphones and Communicators. Three more subprograms to be launched in a near future, GSM on the Net, iPulse and Mobile Positioning. The Ericsson Developer Alliance Program will gradually be implemented worldwide through Ericsson's local and regional centers.

"Ericsson's firmly rooted strategy of working with open standards and to support business partners will accelerate the development of new products, services and solutions," said Jan Ahrenbring, Vice President Marketing and Communications at Ericsson Mobile Communications. "Ericsson Developer Alliance Program will increase the speed of that process as Ericsson unlock new doors and expand the technological opportunities that exist for members and allies in EDAP."

"E-business is going mobile and together with our development partners, IBM is committed to helping our customers extend e-business applications and services to a variety of non-PC devices," said Mark Bregman, general manager of IBM's pervasive computing division. "Being part of Ericsson's Developers Alliance Program is a great way for us to stay ahead of the curve, working with the latest technology in wireless to extend existing applications and create compelling new services for pervasive devices."

“As the recognized mobile database leader, Sybase is excited to participate in the Ericsson Developer Alliance Program,” said Brian Vink, vice president of marketing, Sybase's Mobile and Embedded Computing Division. “We feel that the Program will help Sybase and our developers to work with Ericsson to create new business opportunities and accelerate the development of mobile Internet solutions worldwide.”

"Our customers have a very strong demand for solutions that handle wireless financial transactions", says Bo Nordlander, CEO at Entra. "To be part of the Ericsson Developer Alliance Program enables us to strengthen our position in developing mobile solutions for our customers within e-finance on the European market."

For more information about the Ericsson Developer Alliance Program, please visit: <http://www.ericsson.com/developerszone>

Additional information about Ericsson mobile phones is available on the World Wide Web at <http://mobile.ericsson.com>

*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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