

For immediate release

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Cybercom partners with Ocean Observations

Cybercom is entering a partnership with Ocean Observations and thus reinforces its prominent position within mobile services usability and graphic design.

Ocean Observations is a design company on the cutting edge when it comes to design and user interfaces, and focuses on interactive products and has a wide experience of the mobile world. Cybercom has on their part extensive experience and expertise in mobile services development.

"Applications and services are becoming increasingly complex, so it's crucial to have intuitive, user-friendly interfaces that contribute to user experiences. Interest is skyrocketing when it comes to ways in which functions integrate and harmonise with user interfaces," says Helena Göransson, partnership manager at Cybercom.

Cybercom will be able to offer its customers vast interaction design and graphic design experience. Ocean Observations is an excellent complement to Cybercom's Graphics Studio, which is part of its mobile services division. Graphics Studio staff members currently work with everything from icons, interaction design, and graphic interfaces to mobile-based content.

"With Ocean Observations, Cybercom provides a more complete offering, takes on larger projects, and enters new markets," says Martin Fridh, BU manager, Cybercom.

Ocean Observations was launched in 2001. Since then, the company has served customers such as KDDI, Samsung, O₂, Hutchison 3, Huawei, Skype, Telia, Orange, and T-Mobile. Its processes are designed to (i) encompass all user-experience factors (no stone is left unturned) and to (ii) include *design* strategies and implementations that cover interactivity, graphics, sound, and industrial purposes.

"Via the partnership with Cybercom, Ocean can offer its customers the entire value chain from conceptual prototype development to complete mobile services that can be run from Cybercom's facilities," says Sofia Svanteson, CEO at Ocean Observation.

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About Cybercom

The Cybercom Group is a high-tech consultancy that offers global sourcing for end-to-end solutions. The Group established itself as a world-class supplier in security, portal solutions, mobile services, and embedded systems. Thanks to its extensive industry and operations experience, Cybercom can offer strategic and technological expertise to these markets: telecom, industry, media, public sector, retail and banking and financial services. The Group employs about 2000 persons and runs projects worldwide. Cybercom has 26 offices in 10 countries. Since 1999, Cybercom's share has been quoted on the OMX Nordic Exchange. The company was launched in 1995. Find out more at: www.cybercomgroup.com.

About Ocean Observations

Ocean Observations is a design and strategy consultancy that focuses on telecom products and services. After its 2001 launch, it immediately became internationally established via projects with some of the world's largest telecom manufacturers and operators. Throughout the years, the company has acquired solid experience in designing products that must meet rigorous usability and aesthetic requirements. Its office is in Stockholm, and during the autumn 2008, it employed 20 persons. Find out more, visit www.oceanobservations.com