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Norway first to gain full access to WAP services through Melody's "everyman's WAP":

Melody Interactive Solutions signs agreement with mobile operator Mobyson on Mobile Internet over SMS

Melody Interactive Solutions has sold its newly launched Mobile Internet product, Wireless Access Gateway – SMS Module (WAG-SMS), to the virtual mobile operator Mobyson. In December, Mobyson will launch a service offering their Norwegian subscribers Mobile Internet services via any type of mobile telephone. WAG-SMS gives all mobile telephones with SMS functionality access to WAP-based services.

Using Melody Interactive Solutions' new "everyman's WAP" product, WAG-SMS, anyone with an ordinary GSM telephone can utilize WAP services. The virtual mobile operator Mobyson is the first to offer this service to its subscribers. The agreement opens up new opportunities for WAP service providers to reach all mobile phone users, instead of the few who currently have WAP-enabled phones.

"I judge that this type of service will accelerate the use of Mobile Internet services," says Ulf Änggård, CEO & President at Melody Interactive Solutions. "Therefore, this is an important agreement, both for us and for the whole Mobile Internet industry. Mobyson's subscribers can now exploit interactivity and other services previously only available to WAP-enabled phones, without having to change SIM cards or substitute existing telephones. By providing access to the Mobile Internet today to a wider customer base, operators like Mobyson can position themselves in the front line, ready for the development of WAP services over GPRS."

Mobyson belongs to the new generation of mobile operators and focuses on selling mobile entertainment and value-for-money mobile telephony. Mobyson is the first player to specifically target Europe's "young mobile generation". They offer their mobile services in Norway, and an expansion throughout the rest of Europe, including Sweden, is under way.

"We think that WAG-SMS is a unique, innovative and practical solution that can provide our subscribers with immediate access to all the services, games, information and entertainment we offer," says Jonas Kjellberg, CEO & President at Mobyson.

WAG-SMS translates the WAP language, WML, into text format and transfers information in the form of a normal SMS message. The hyperlinks are translated into bookmarks that are accessible as normal text on the telephone.

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BACKGROUND TO MELODY
Melody Interactive Solutions AB supplies end-user services to Mobile Internet operators, service providers and portal companies. Services are based on the notion of facilitating communication between individuals and with their electronic devices via mobile telephones. Melody was founded in Stockholm in August 1998 and is financed by Telenor Ventures A/S, Capital Group, IT Provider and Startupfactory. Melody is a member of the WAP Forum™, Mobile Applications Initiative and Bluetooth™ SIG. Further information is available at http://www.melody.se/.
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BACKGROUND TO MOBYSON
Mobyson belongs to the new generation of mobile operators and focuses on the sale of mobile entertainment and value-for-money mobile telephony. Mobyson is the first player to specifically address Europe's "young mobile generation", people between the ages of 17 and 32. Mobyson is a virtual mobile operator, which means that they do not invest in an infrastructure of their own. Instead, they use the networks of existing mobile operators in Europe. The company has offices in Stockholm and Oslo. Mobyson's existing owners include Startupfactory and Carnegie Startup Fond. More information can be found at http://www.mobyson.com and http://www.mobyson.no.