

## 3 Scandinavia chooses Nobill SMSC from Symsoft to enhance application messaging services

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STOCKHOLM, Sweden, February 12, 2010 – **Symsoft, a leading supplier of charging, messaging and mobile data solutions, today announced that 3 Scandinavia have implemented a dedicated wholesale SMS system using Nobill A2P SMSC.**

3 Scandinavia have taken a Nobill SMSC dedicated to wholesale SMS services into service. The Nobill SMSC in its A2P (Application to Person) configuration is used to provide specialized functionality tailored to the handling of messages between users and applications. The upgrade of the network, by using a dedicated SMSC, has been implemented to allow 3 to effectively target the wholesale SMS market in Sweden and Denmark from a single installation.

Staffan Lindbäck, Manager VAS Operations from 3 Scandinavia said “3 continues to deliver the very best service levels to meet the demands and requirements of our users and business customers”.

Nobill A2P Messaging is designed to deliver a range of features to ensure a high degree of customer satisfaction and a higher resultant level of revenue.

“This is a great start to 2010. Working with a dynamic company such as 3 to bring the very best in A2P functionality to the market”, Peter Jansson, Sales Director at Symsoft, further commented.

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**About Symsoft**

Symsoft is an international system and value added services vendor focused on generating competitive edge for mobile, fixed and IP based operators worldwide. Our main product areas are online charging and messaging. Renowned for its ability to deliver, Symsoft enables operators in an increasingly competitive world to improve both attractiveness and ARPU. All application solutions are based on the carrier grade Nobill platform which exceeds operators' requirements for business critical functions due to its modular platform architecture and innovative technology. Symsoft's customers include leading telecom operators such as Millicom, Polkomtel, Qtel, Saudi Telecom, Telefónica, Telenor and TeliaSonera. Founded in 1989 and headquartered in Stockholm, Sweden, Symsoft has local presence in four regions and operational systems in more than 30 countries.

For more information, please visit [www.symsoft.com](http://www.symsoft.com)

**About 3 Scandinavia**

The 3-group is a leading global operator in 3G and Mobile Broadband, holding licences in 10 markets with total population coverage of approximately 175 million. In Sweden and Denmark, 3 is a joint venture between Hutchison-Whampoa Limited of Hong Kong (60%) and Investor AB of Stockholm, Sweden (40%). 3 Scandinavia also holds a license to operate a 3G network in Norway.

For more information, please visit [www.tre.se](http://www.tre.se)