

## **Ericsson unveils the T68, a GPRS phone with MMS, a color display and Bluetooth™**

**Today, Ericsson announced the T68, its first mobile phone with color display, Multimedia Messaging Service (MMS) and digital imaging and audio capabilities. This very small, powerful and sleek mobile phone with a completely new look and feel is developed for GSM 900/1800/1900 and GPRS networks and will be available before the end of 2001.**

“The T68 demonstrates a clear trend shift within Ericsson’s industrial design and at the same time incorporates all the technologies that the industry is going wild for at the moment,” says Bo Albertson, Marketing Director at Ericsson Mobile Communications.

The T68 has built-in Bluetooth wireless technology that makes it possible to connect it to other devices without cables, for instance the Ericsson Bluetooth headset, a digital camera or a computer. It is the future standard for cablefree connectivity between devices and has been adopted by all the major computer and telecommunications companies.

The T68 supports General Packet Radio Services (GPRS), so users will enjoy ‘always on’ connectivity to the mobile Internet, with instant delivery of e-mail, high-speed Internet access and efficient mobile connections to corporate LANs. Ericsson is answering a growing market demand for mobile phones that support GPRS and the company is a popular choice of supplier among network operators gearing up to introduce new innovative services to the market. Ericsson has also launched the GPRS-phones R520 and T39.

Small - 101 x 48 x 19mm, and lightweight, weighing only 85 grams, T68 has a built-in antenna and a large 8 row, 256 color, display which opens up for exciting applications and user-friendly operation. The T68 will also support the latest and most advanced messaging application - MMS.

The Ericsson T68 will be available toward the end of 2001 when more information about its features will be released.

To view the new Ericsson T68, visit:

[http://www.ericsson.com/press/phli\\_pcoph.shtml](http://www.ericsson.com/press/phli_pcoph.shtml)

*Ericsson is the leading communications supplier, combining innovation in mobility and Internet in creating the new era of mobile Internet. Ericsson provides total solutions covering everything from systems and applications to mobile phones and other communications tools. With more than 100,000 employees in 140 countries, Ericsson simplifies communications for customers all over the world.*

Read more at <http://www.ericsson.com/press>

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

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#### **About MMS**

MMS, Multimedia Messaging Service, is a universally accepted standard that lets mobile phone users send messages from a mobile phone with formatted text, high quality images, animation and audio – a very exciting prospect for messaging enthusiasts. The images can be digital photos taken on the spot and sent in real-time to the Web or another mobile phone with MMS. MMS is poised to add a new and exciting dimension to messaging.