

## PRESS RELEASE

13 June 2001

### BlueFactory certifies its applications with Motorola

**BlueFactory has entered into a certification process with Motorola to inspect and certify its mobile games and entertainment services. The services that are certified under Motorola's certifications program will be marketed with a Compatibility Logo. End user will see the Motorola Compatibility Logo and understand that these applications are more likely to work well with Motorola handsets.**

BlueFactory's applications will be certified according to the guidelines outlined in Motorola's global application programme "Motorola Applications Global NETwork"(MAGNET). BlueFactory's mobile games and entertainment services will be tested and those services that are certified will be quality marked with Motorola's logo.

The logo indicates to users that the mobile service has undergone Motorola's objective testing. This certification is an independent test using standardized test cases that attempt to find technical problems with an application. Certification increases consumers' interest for mobile entertainment.

"Motorola's quality check helps end users. They can be sure that BlueFactory provides stringently tested, yet fun, mobile games and entertainment services," said John Wennerström, Technical Manager at BlueFactory.

In the long term, the collaboration of BlueFactory and Motorola through the MAGNET programme will lead to new commercial solutions for mobile entertainment. Motorola provides BlueFactory with the necessary tools, training and service to ensure its applications maintain a high status. Application developers such as BlueFactory, which have shown that they are able to reach a certain level of capacity via their applications, will be listed in [Motorola's Applications Portfolio which is promoted to network operators](#).

Motorola, Inc. is a global leader in providing integrated communications and embedded electronic solutions. Sales in 2000 were US\$37.6 billion. For more information about Motorola, please visit the Web site at [www.motorola.com](http://www.motorola.com).

---

**For further information:**

John Wennerström, Technical Manager, BlueFactory, tel: +46 70-575 97 69 or [john.wennerstrom@bluefactory.com](mailto:john.wennerstrom@bluefactory.com)

Stefan Nilsson, Director of Communication, BlueFactory, tel: +46 70-245 14 41 or [stefan.nilsson@bluefactory.com](mailto:stefan.nilsson@bluefactory.com)

*Already the market leader in Sweden, BlueFactory aims to be the leading provider of mobile interactive entertainment in Europe. BlueFactory offers wireless enabling technologies, software and entertainment applications based on existing and future technologies (SMS, WAP, WIG, WEB, Positioning and Bluetooth). BlueFactory currently has offices in Stockholm and Hong Kong. [www.bluefactory.com](http://www.bluefactory.com)*