



Press release, September 26, 2001

## **Melody focuses on the Operator market**

**In order to maintain its leading position in the mobile space, Melody Interactive Solutions has chosen to focus entirely on mobile enablers and applications for operators and service providers. The activities of the Uppsala office, delivering embedded systems solutions for vertical industries, have been taken over by the employees. Furthermore, measures have been taken to cut costs, with a reduction of the personnel in Stockholm by eleven.**

The company reduces its current work force at the headquarters in Stockholm in order to reduce operational costs and ensure increased flexibility and long-term financial sustainability.

- We are currently experiencing an increasing demand from operators and service providers. Our solutions facilitate the transition from existing SMS-based services to new high-performance services for WAP over GPRS, and MMS.

However, the sales lead-times have increased, which affects our sales targets in the short term, says Ulf Änggård, CEO and President of Melody Interactive Solutions.

### **For more information, please contact:**

Ulf Änggård, CEO & President, Melody Interactive Solutions AB (publ)

Phone: +46 8 454 96 28. Mobile: +46 70 854 72 28. E-mail: [ulf.anggard@melody.se](mailto:ulf.anggard@melody.se)

### **Background of Melody**

Melody Interactive Solutions AB (publ) provides enablers and applications for wireless communication to mobile operators, service providers and portals. Melody helps customers enhance their mobile business and accelerate end-user adoption of new mobile services by bridging today's and tomorrow's mobile technologies. Melody was founded in Stockholm in August 1998 and is financed by Telenor Ventures A/S, IT Provider, StartupFactory, and Capital Research Company. Melody is a member of WAP Forum™, Mobile Applications Initiative, and is an associate member of the Bluetooth™ SIG. More information is available at <http://www.melody.se>.