

Press release
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Europolitan Vodafone and Nordic Alarm AB to develop wireless alarm services

Europolitan Vodafone recently signed an agreement with Nordic Alarm AB whereby the companies will jointly develop wireless alarm communication solutions. This collaboration will enable users to enhance security at their homes and businesses in a simple and effective manner. Europolitan Vodafone and Nordic Alarm have been collaborating for some time and have now decided to formalise their partnership. The first products are due to be launched this autumn.

The two companies will be jointly developing products focusing on the protection of equipment, persons and information. The perpetrators of break-ins often cut telephone lines, which is why this new collaboration will focus on producing wireless alarm systems.

"Our working partnership with Nordic Alarm is further evidence of our dynamic telematics initiative," says Mikael Frostenson, Director of Europolitan Vodafone's Telematics business area. "Alarm systems currently focus on both private individuals and businesses wishing to enhance their personal security. And the upcoming launch of the UMTS network will open up a major potential market for our products. We will be adding a whole new dimension of mobility and accessibility to traditional alarm solutions. Nordic Alarm is at the cutting edge when it comes to developing alarm solutions, and we are convinced that our offering will include a range of exciting products for the market," he says.

"With its leading position in wireless communication, Europolitan Vodafone is the ideal partner for us and we look forward to an exciting collaboration," says Jens Lennen, Managing Director of Nordic Alarm AB.

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Europolitan Vodafone is a mobile operator with a license to build 3G mobile telecoms networks. Our strength lies in our focus on developing international services, service and quality. Europolitan Vodafone employs some 1,400 people and is listed on the Attract 40 list of the Stockholm Stock Exchange through its parent company, Europolitan Holdings AB. The company's majority owner is Vodafone of the UK, with 71 per cent of Europolitan Holdings AB. Private shareholders, investment companies and pension funds own the remaining 29 per cent. The Vodafone Group is represented on 5 continents and has around 93 million customers (proportional number of customers calculated on the basis of ownership). For more information, please visit www.europolitan.se and www.vodafone.com.

Nordic Alarm AB protects tangible and intangible assets by offering smart security services that integrate theft and access protection, surveillance and monitoring and personal protection. Nordic Alarm AB has a range of intelligent products and systems developed in-house that make extensive use of modern IT technology and have given it a leading position in the security market. The company is one of the leading suppliers of high-security systems in Sweden, and focuses on security systems for the home and office. Its head office is in Solna just outside Stockholm. The company's clients include the Swedish Armed Forces, the Swedish Police, McDonalds, Shell and ICA.