

PRESS RELEASE

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BlueFactory's GARBO brings i-mode to Europe

BlueFactory—Sweden's leading provider of mobile interactive entertainment services—launches today its i-mode-inspired hosting platform, GARBO. GARBO enables mobile operators to swiftly add more services, do billing, and compile customer data all on a single platform. For end-users, GARBO means a wider range of mobile services.

Swedish BlueFactory is presenting its newest product—an i-mode-inspired service platform called GARBO—at telecom fairs in Japan and Italy. GARBO is a cost-efficient and smart way for operators to develop and deploy mobile services using existing systems.

"GARBO is an open platform with clear i-mode similarities. We believe operators, users, and game developers will all greatly benefit from using the platform," said Soki Choi, MD for BlueFactory.

"As with i-mode, GARBO allows for a broader range of services, simplifies development for application developers, provides more flexible pricing, and shortens the time-to-launch for new services," said Soki Choi.

With users numbering more than 20 million, i-mode is a huge hit in Japan. Like i-mode, GARBO end-users are billed on a pay-per-service basis instead of being subject to a flat rate. GARBO also supports existing as well as future technologies, such as SMS, WAP, Positioning, JAVA, 3G etc.

"The success of i-mode in Japan inspired us to develop GARBO. We realised that by leveraging the advantages of i-mode and adapting the platform to suit European conditions, that the potential for success would be vast," said John Wennerström, chief technical officer for BlueFactory.

GARBO will be launched at the SMAU telecom fair on 18-19 October in Milan, Italy. BlueFactory and the Nordic Venture Capital Group will jointly occupy booth BO4. BlueFactory is also represented at the Swedish IT Style fair in Tokyo, Japan. The fair is part of the Swedish government's efforts to foster positive relations between the two countries.

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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, KJAVA, Positioning and Bluetooth). BlueFactory currently has offices in Stockholm and Hong Kong. www.bluefactory.com