

AU-SYSTEM, NOKIA AND SONY ERICSSON TO INVEST IN MMS INTEROPERABILITY

Tests will be performed to ensure the Multimedia Messaging Services equipment from different manufacturers work seamlessly together

Nokia and Sony Ericsson have agreed on testing the interoperability of MMS (Multimedia Messaging Service) features and applications. Within the framework of this collaboration, Swedish AU-System will develop a suite of test tools according to the Nokia and Sony Ericsson MMS Conformance Paper developed based on the activities of the respective companies in the 3GPP and WAP Forum consortia. The MMS interoperability tests are scheduled to begin early next year.

The key reason behind this initiative is to help the various manufacturers active on the markets to ensure that their MMS features and applications are compatible, and thus enable the fast introduction of MMS-technology to the marketplace. The test tools create the possibility of interoperability testing of the MMS standard, which has been specified by the Third Generation Partnership Project (3GPP) and the WAP Forum.

The tests will be performed according to the MMS Conformance document, which sets the requirements for interoperability between different MMS terminals and servers. An updated edition is currently being finalised by Sony Ericsson and Nokia and will be released publicly in a near future.

"We have taken this initiative together in order to provide the market with a consistent and well functioning technology already from the very start early next year," says Jan Svensson, vice president at Sony Ericsson Mobile Communications.

"Nokia shares the industry view that MMS will follow the massive success of SMS and become a mass-market service, starting off no later than next year. Interoperability is a natural part of our processes, and we are committed to take the necessary measures to enable smooth adoption among consumers of this evolutionary technology," said Janne Jormalainen, Vice President, Product Marketing, Nokia Mobile Phones.

"In our previous assignments, where we have specified parts of the WAP and Bluetooth™ standards, we have seen the importance of a common interpretation for the market acceptance of a new technology," says Christer Björk, Business Area Manager at AU-System.

MMS is an evolution of SMS, Short Message Service. In addition to text, MMS can transmit messages containing graphics, photographic images, audio and even video clips between mobile devices using Wireless Application Protocol (WAP) as bearer technology and powered by the high-speed transmission technologies GPRS (General Packet Radio System) and UMTS (Universal Mobile Telecommunication System). Today's SMS messaging service handles billions of character-based messages per month worldwide. MMS-enabled phones will allow users to easily create and edit the content of their multimedia messages. By using a built-in or attached camera, for example, users can produce digital postcards and send them to friends or associates. MMS is an open standard approved by the Third Generation Partnership Project (3GPP) and WAP Forum of which, Nokia and Sony Ericsson are members.

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About AU-System

AU-System is a leading Mobile Internet consultancy. Through the subsidiary SandbergTrygg, the company also offers integrated services for marketing communications. Major clients include Ericsson, Telia, Volvo, Nordea Nordbanken and Motorola. AU-System was established in 1974 and currently employs more than 1,000 staff in offices in Sweden, the U.K., Italy, the U.S., Thailand and Singapore. AU-System is listed on Attract40 of Stockholmsbörsen, under the symbol AUS.

About Nokia

Nokia is the world leader in mobile communications. Backed by its experience, innovation, user-friendliness and secure solutions, the company has become the leading supplier of mobile phones and a leading supplier of mobile, fixed and IP networks. By adding mobility to the Internet Nokia creates new opportunities for companies and further enriches the daily lives of people. Nokia is a broadly held company with listings on six major exchanges.

About Sony Ericsson Mobile Communications

Sony Ericsson Mobile Communications AB offers mobile communications products for people who appreciate the possibilities of powerful technology. Established in 2001 by Telefonaktiebolaget LM Ericsson and Sony Corporation, the joint venture continues to build on the success of its two innovative parent companies. Sony Ericsson creates value for its operator customers by bringing new ways of using multimedia communications while mobile. The company's management is based in London, and has 3,500 employees across the globe working on research, development, design, sales, marketing, distribution and support.