



Press Release

14/03/2002

LIFE IN OUTER SPACE CULTIVATED BY POLOPOLY

Swedish tech pioneers launch new all Java commerce platform to sell live replicas of the earth

Today, during the CeBIT show in Hannover, Swedish tech pioneers Polopoly, will launch their latest piece of technology – a multi-channel commerce platform, which can handle integrated m-, t- and e-commerce strategies. The commerce platform is easily integrated with the award-winning Polopoly Java Content Management System. The first product offered via the new commerce technology is the EcoSphere, a NASA spin-off product that replicates the Earth's own ecosystem.

The EcoSphere was originally developed by NASA to show how life can be exported to other planets. The EcoSphere is an autonomous ecosystem contained in a glass bulb. Shrimps, filtered seawater, algae, gorgonia and gravel are all part of a working ecosystem. This ecosystem only needs light to prosper. The new Commerce Module, will bring the Polopoly version of the earth to market.

"When we came across the EcoSpheres, we realized that this was the perfect piece to introduce our new commerce platform", says Polopoly CEO Gustaf Sahlman. "It captures the out-of-the-lab spirit of Polopoly – and if placed on top of a server it actually turns technology into art."

The core team of Polopoly has its roots in an electronic warfare project for the Swedish defense in 1995. Shortly thereafter, in 1996, they came together to start working on the first version of the Polopoly Content Management System. Already from the beginning some key development decisions were taken. It should be an all Java system – and it should be built entirely on open standards and open architecture. Polopoly is the opposite of monopoly. It empowers the customers. They are free to work with system integrators, database vendors, operating systems, and hardware manufacturers of their choice. It is an ideal system for a complex environment. Today, the leading – and most innovative – Scandinavian media players and some other blue-chip clients like IKEA and Ericsson are using the Polopoly technology to solve their content management needs. During the past two years, Polopoly has been working in a focused effort to further enhance the offer, by

introducing a commerce platform with the same flexibility, scalability and multi-channel capabilities as the other Polopoly products.

"We see that our customers are increasingly looking to tie content creation and content deployment much tighter to the actual business transaction," says Gustaf Sahlman. " This challenge is much greater than it used to be in the 'old Internet days'. Now the Internet is just one channel among many. The long-term content-commerce strategy revolves around many future distribution channels – Internet, mobile devices, digital television etc. This means that the system needs to keep track of the users across the channels, across the domains and across the services. The way to charge for the content should also be flexible since it often depends on the nature of the specific distribution channel. The Polopoly Commerce module provides unparalleled scalability and multi-channel capability" , says Gustaf Sahlman.

The EcoSphere is on sale at www.polopoly.com. The price is 110 euros.

Polopoly develops platform independent systems for digital content management, customer relationship management (eCRM) and commerce. Clients include some of the main Scandinavian players, such as Dagens Nyheter, Göteborgs-Posten, Bonnier Publications, the Swedish Television, Boxer.tv, Coop, IKEA and Ericsson. More information: www.polopoly.com.

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