



***For immediate release***

## **New Mobile Internet service middleware helps European operator cut development costs for new services**

### **Creates plug-and-play production line**

**Stockholm, May 17<sup>th</sup> 2002** –Mobilaris, the Swedish Mobile Internet positioning specialists, today announced that a European wireless operator has selected them to deliver a Mobile Internet Service Middleware for deployment of location-based - and MMS-based- services, along with Ericsson. Mobilaris' middleware, Pacific Ocean, allows operators to build a "developer zone" for application development companies, but it is also bundled with three pre-built applications. The Mobilaris Mobile Internet Service Platform really complements the existing MPS systems (Mobile Positioning System), allowing the operator to rollout new services very fast. The operator will receive a complete toolkit for developing new location-based services with an innovative "plug and play" structure, which allows mobile services to be launched within weeks rather than months.

The other key benefit for the operator is that it can now allow third party service providers to provide its customers with location-based services and Multi Media Messaging Services in a fully secure and controlled way on all existing handsets. "Operators investing in Pacific Ocean gain the advantage of lower internal costs for development and resource allocation," said Björn Westerholm, Mobilaris' CEO. "New services can be added effortlessly and integrated to all the support systems without risking the core base," he added.

The bundled applications for the operators customers include "Yellow Pages Near You", the world's first mass market location based service, launched through Telia Mobile in Sweden in June 2000. The other two applications are "Find Your Buddy" and "Weather near you".

#### **FOR FURTHER INFORMATION, PLEASE CONTACT**

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##### **About Mobilaris**

Based in Stockholm and Luleå, Sweden, Mobilaris' mission is to focus on fast time-to-market and return-on-investment for operators. Mobilaris combines the expertise of the very real mobile operator business environment with world-class mobile Internet technology and R&D. The founders of Mobilaris include proven business developers for location-based services, mobile software developers and strategic management expertise from the mobile communication industry. Mobilaris have together with Ericsson deployed commercially running installations across Europe.

##### **Pacific Ocean**

*Pacific Ocean is a service-enabling mediation middleware functioning as a layer between end-user services and subservient operator systems. The solution enables fast development of mobile services due to open interfaces allowing application providers to access functionality such as positioning, billing, statistics and similar systems. The design of the instrumentation enables the operator to scale and change legacy systems*