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Vodafone to launch multimedia messages in October

In October this year, Vodafone Sweden will be launching its Vodafone MMS service, which will make it both simple and fun to send colour photos, sound and text from one mobile phone to another. During the introductory period, Vodafone will have special top-value offers for those who want to try out the service, after which it will cost SEK 4.80 to send a multimedia message in Sweden.

"This is a service we really believe in, since it combines all the potential of our new technology with man's age-old need to communicate in pictures," says Göran Mannerstråle, Commercial Director, Vodafone Sweden. "Pictures are almost as important in human communication as speech and text, and the Vodafone MMS service will help our customers to use all these channels to communicate. We are convinced that this will make for very active use of the service."

Customers can use mobile phones with built-in cameras and sound-recording equipment to create their own multimedia messages, or retrieve ready-made graphics and sound from video- and audio-banks either on-line or in their mobile phones. Users can send photos they have taken themselves on holidays, at parties or at work – in fact on any occasion and to reflect any mood – or choose ready-made photos with congratulations or good wishes.

For companies, this means that there will now be a new channel that can help them develop their customer communication. Customer clubs, for example, can use the service to send direct offers to their members, and estate agents can use it to simplify the process of showing properties to prospective clients who do not live close by. Graphics can also be used for enhancing the efficiency of internal reporting at companies. A service technician, for example, can report damage from the field by using a photo that can be rapidly analysed by an expert at the office.

"Our launch of multimedia messages is an important part of the natural development of our mobile telecoms network towards the next generation of mobile telephony," says Jon Risfelt, president and CEO of Vodafone in Sweden. "The new mobile phones that handle colour and graphic communication make the user experience more intensive and take us one step further in our mobile development."

Vodafone is the world's largest mobile network and Swedish customers will now be able to send messages via their mobile phones from several European countries in which Vodafone Sweden has GPRS agreements. At present, this includes England, Germany, Italy, Spain, Portugal and Switzerland.

Vodafone MMS will cost SEK 4.80 including VAT to send a message of up to 30 kB. The service will be available to all Vodafone subscription and cash-card customers.

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Europolitan Vodafone AB is listed on the StockholmStock Exchange O-list on Attract 40. The operations are conducted by Europolitan Vodafone AB and its subsidiaries, Vodafone Sverige AB and Vodafone Stores AB. The majority shareholder is Vodafone Group Plc, with 73,4 per cent of the shares, while private shareholders, investment companies and pension funds own the remaining 26,6 per cent. The Vodafone Group is the world's largest mobile network and is represented in 28 countries on five continents. It has over 229 million mobile telecoms users. Our services enhance the efficiency of companies' operations and make it simpler and more fun for people to communicate. For more information, please visit our web site at www.vodafone.se and www.vodafone.com