



New platform from Mobilaris helps operators cut development costs for new services

Teams with Ericsson to give operators plug-and-play production line

Stockholm, October 2002 –Mobilaris, the Swedish Mobile Internet positioning specialists, today announced that it has been selected by Orange, France to deliver a mobile Internet service platform for deployment of location-based mobile services, along with Ericsson France.

Mobilaris' core business is to enable operators to create, launch, manage and market mobile services in a faster, safer and more cost efficient way than ever before, by providing a secure investment in the Pacific Ocean* Service Management Platform. The platform bridges end-user services (Voice Controlled, SMS, MMS, WAP, and Web) and the complexity of the mobile network infrastructure.

Orange France 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 Orange France is that it can now allow third party service providers to provide its customers with location-based-services in a secure way." 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 and integrated effortlessly to all the support systems thus significantly reducing the life-cycle cost for new services," he added. The French deal proves Mobilaris position in the market as the market leader.

Mobilaris has during the offer cooperated with Ericsson France and the project is now running.

Mobilaris holds a DLA (Global Distributing License Agreement) with Ericsson.

ENDS

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

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