



A unique Mobile Internet service platform increase new revenue streams for wireless operator Westel market –leader in Hungary

Stockholm, October 22 2002 –Mobilaris today announced that the European wireless operator Westel in Hungary has selected them to deliver a Mobile Internet Service Platform for deployment of location-based services, along with Ericsson Hungary. Mobilaris' service management platform, Pacific Ocean^{TM*}, allows Westel to create an environment for fast and cost effective service rollout. Mobilaris Mobile Internet Service Platform complements the existing MPC (Mobile Positioning Center) delivered by Ericsson.

"The co-operation with Mobilaris made it possible to offer and deliver a full end-to-end solution to Westel for supporting the introduction of location based services." says Miklós Istvánffy, General Manager Ericsson Hungary Ltd.

"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", says Björn Westerholm, CEO at Mobilaris.

"Operators investing in Pacific Ocean gain the advantage of lower internal costs for development and resource allocation, new services can be added effortlessly and integrated to all the support systems easily," he added.

The bundled application, for Westel's customers include, "Yellow Pages Near You".

Mobilaris has during the offer cooperated with Ericsson Hungary and the project is now commercially deployed from October 1, 2002.

Mobilaris holds a Global Distribution 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. 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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