

Karlskrona  
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## **James Bond on your mobile – in colour, pictures and sound**

**On 28 November, James Bond will once again be hitting Swedish screens in the 20<sup>th</sup> James Bond film, "Die Another Day". But for Vodafone Sweden's customers, the Bond experience goes beyond the cinema. Vodafone Sweden's new consumer concept, Vodafone live!, will enable them to access a host of Bond-related material – such as colour pictures, screen-savers, ring tones and news - via their mobile phones.**

Vodafone Sweden has signed a two-year sponsorship agreement that gives it exclusive rights to all mobile content connected with the film "Die Another Day", as well as the other 19 Bond films produced since 1962.

"Ever since the first James Bond movie, these films have offered cinema-goers top-quality experiences that make maximal use of all the possibilities opened up by cinema as a medium. In much the same way, our new concept, Vodafone live!, makes use of all the possibilities – colour, pictures and sound – offered by modern mobile communications, and this makes our collaboration very stimulating," says Göran Mannerstråle, Director of Consumer Affairs at Vodafone Sweden.

Bond enthusiasts will now be able to download screen-savers featuring Bond girls such as Ursula Andress and Isabella Scorupco, or Bond actors such as Sean Connery and Pierce Brosnan. They will also be able to equip their mobile phones with Bond motifs, such as polyphonic ring tones, or look for stills from the various movies with which to decorate their mobile phones or to send as MMS.

Vodafone live!, which is scheduled for launch by Vodafone Sweden before Christmas, will make your mobile phone simpler and more fun to use. It offers the very latest mobile communication services in colour, sound and pictures, and the package includes the market's newest camera phones. The concept is sold as part of a package where mobile phones and all other services are ready to use directly on purchase.

**For more information, please contact:  
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