

Stockholm, February 24, 2003

## **BlueFactory solutions enable mobile services via China Mobile and China Unicom**

**BlueFactory – the developer of technology solutions and services for mobile operators – is co-operating with LinkRich Telecommunications in providing mobile services based on BlueFactory's service delivery platform to China Mobile and China Unicom subscribers. Services are initially based on SMS and available to GSM subscribers nation-wide. The deployment is a breakthrough for BlueFactory on the Chinese market.**

- The service delivery platform deployment and provisioning of mobile services via the China Mobile and China Unicom GSM networks are important for BlueFactory and further proves BlueFactory's position as a leading developer of advanced technology, says Krister Skålberg, CEO BlueFactory. BlueFactory already has a strong position in Europe; now our ambition is for the co-operation with LinkRich Telecommunications to become an important provider of mobile services and service delivery platforms in China.

BlueFactory has grown into a leading software and mobile services company. The service delivery software is built on knowledge of how mobile services can be used and distributed more effectively. Solutions based on BlueFactory software are deployed with among others Telia Mobile in Sweden. Today BlueFactory has reseller agreements with among others Ericsson and Teleca AU-System. BlueFactory also offers products and services to the media and the public sector, and thereby influences a greater share of the market for mobile services.

BlueFactory offers mobile operators a solution for service delivery and simplifies the development of mobile applications for content providers. The service delivery platform enables more flexible pricing and reduces lead times for new services, making more services available to the end-user. The BlueFactory platform has been deployed and integrated with the China Mobile and China Unicom networks and is open for content providers via LinkRich Telecommunications, an official Internet Content Provider to China Mobile and China Unicom. The platform supports delivery of services based on technologies such as SMS, WAP, Location Based Services, JAVA, MMS, EMS and 3G.

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Press images available on: [www.bluefactory.com](http://www.bluefactory.com)

### **About BlueFactory**

BlueFactory provides solutions based on mobile technology and user behaviour. *BlueFactory Systems* offer Mobile Content Provisioning Software and Enterprise Solutions, whereas *BlueFactory Studios* offer mobile consulting services helping customers to make their company or brand mobile. The company is headquartered in Stockholm, Sweden, and has offices in Hong Kong and Chicago. BlueFactory is privately held by IT Provider, T mobile Venture, Infocomm Investment and the founders. For more information, please visit [www.bluefactory.com](http://www.bluefactory.com).