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## **Vodafone Sweden's customers can now send picture messages to Comviq's customers**

**Now Vodafone Sweden's customers will have even more fun communicating with pictures via their mobile phones. From today, they can communicate with Comviq's customers via MMS.**

MMS adds a whole new dimension to regular mobile communication and allows mobile users to share their experiences via their mobile phones using pictures, sound and text, whatever the occasion or their mood might be.

Vodafone Sweden's customers' picture communication possibilities will, as from today, grow even further since Vodafone Sweden and Comviq have now opened their networks so that both providers' customers can communicate via pictures with each other.

"Since launching MMS in October last year and our Vodafone live! concept in December last year, we have noted considerable customer interest in mobile communication with pictures. This interest will continue to grow now that our users can send MMS to Comviq's customers and receive picture messages from their mobile users," says Vodafone Sweden's Director of Consumer Affairs, Göran Mannerstråle.

"We will be stepping up our picture communication initiative even further during the spring. We will among other things be strengthening our Vodafone live! with new picture services and camera telephone. We are also aiming to open our network for MMS traffic with Telia in the very near future," he says.

The campaign price of SEK 1.50 per MMS applies until 30 April this year. The regular price after this will be SEK 4.80 per picture message. The service is available to all Vodafone Sweden subscribers, as well as to customers with prepaid cards. Mobile users with Nokia or Sony Ericsson phones that are MMS-enabled need only send an SMS with the text 'MMS' to 9989, and the appropriate MMS settings will automatically be sent to their phones.

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