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TeliaSonera first to launch Windows Powered Smartphone services in Sweden

TeliaSonera is the first operator in Sweden to launch mobile business services based on Microsoft Windows® Powered Smartphone. With the subscriptions Telia Work or Telia Executive, business customers will now have access to their e-mail, calendar, address book and Internet through their mobile phone.

From June 2nd, Qtek 7070, a mobile phone based on Microsoft Windows® Powered Smartphone is commercially available at selected TeliaSonera stores and retailers in Sweden. TeliaSonera is thereby the first operator in Sweden to offer products and mobile business services based on Windows® Powered Smartphone.

– A thousand professional users tried handheld devices equipped with the operating system Windows® Pocket PC Phone Edition during a couple of months. Their feedback from using Windows-based mobile devices have been very positive and now we take this further by launching commercially the Windows® Powered Smartphone concept, targeting small and medium sized companies, says Anders Tillander, Marketing Manager, TeliaSonera Sweden, Business.

Most of the functionality from the computer is in the mobile phone. Users can read Microsoft® Word, Excel and PowerPoint files, seek information on the Internet and manage personal information in Microsoft® Outlook.

– Customers can manage tasks while travelling and therefore save time. It is important for us to offer services that increase business competitiveness and give staff the possibility to realize their full potential, says Anders Tillander.

– More companies request mobile services and applications that enhance business efficiency. For Microsoft, it is important to cooperate with an operator that has the same focus on customer benefits that we have, says Peter Wissinger, Marketing Manager, Microsoft Mobile Devices EMEA.

The telephone is prepared to provide customers with easy access to the services. It is delivered with a head-set, a removable camera and a Secure Disc (SD) memory card that functions as both a back-up system and a memory unit for downloaded files. The phone is delivered with mobile business subscriptions Telia Work or Telia Executive.

The mobile phone, a Qtek 7070 from High Tech Corporation (HTC), is a tri-band phone with GPRS capabilities. It has an integrated card reader for SD (Secure Digital) and MMC (Multi Media Card) memory cards, voice memory, speakerphone and can host conference calls with six simultaneous participants. The recommended retailer price is approximately 2,500 SEK excluding VAT.

For further information, please contact:

Peter Wissinger, Marketing Manager, Microsoft Mobile Devices EMEA, peterwis@microsoft.com, phone: +46 (0) 709-266 182

Maria Strähle, Press Officer at TeliaSonera Sweden, maria.strahle@teliasonera.com, phone: +46 (0)8 – 713 58 30