

## **Mobilaris position TeliaSonera.**

The Swedish positioning company Mobilaris has found a new customer in TeliaSonera Finland. Mobilaris software system Pacific Ocean is already in use in Sweden and now TeliaSonera is introducing it to Finland for positioning services. According to Mobilaris, the business deal with TeliaSonera Finland represents the beginning of a trend. The Swedish magazine Ny Teknik recently focused on the new deal as interesting, for financial and practical streamlining reasons.

- All operators are constantly monitoring costs and searching for synergies. Mobilaris is implementing a centralized solution to cut the number of systems at TeliaSonera. To our knowledge it is the first time in the positioning area, says Roger Lundgren, sales director at Mobilaris.

The TeliaSonera deal confirms Mobilaris position on the domestic market, but aims are set higher and Mobilaris is now extending into international markets. Ericsson markets and sells the system that detects the actual position of the telephone. The position information is used by Mobilaris software to enable a number of positioning services through several channels; wap, sms and web. It also enables connections to alarm- and charging system.

Mobilaris has teamed with Intrado to provide solutions for commercial positioning services in the United States. Demand for similar products is constantly increasing, due to governmental requests for American operators to handle positioning of emergency calls. Equivalent requests exist in Europe.

Mobilaris is one of several positioning companies founded in recent years, of which many did not make it along the road, especially those focusing on technology for the actual positioning in the mobile network – a market dominated completely by the larger net providers.

### **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 comprise proven business developers for location-based services, mobile software developers and strategic management expertise from the mobile communication industry.

Mobilaris have together with Ericsson deployed commercially running installations across Europe.

### **Pacific Ocean**

Pacific Ocean is a service delivering platform 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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