



Press release

Stockholm, January 8, 2004

***Sony Ericsson launches Mobile Online Multiplayer Games Trial***

**Sony Ericsson Mobile Communications has announced the deployment of a trial online multiplayer game solution for their consumers around the globe. This trial service offers Sony Ericsson consumers the ability to play exiting interactive mobile games with their phones online.**

The first games to be available will be *Rally* (a 4-player game) and *RC Battle* (an 8-player game). Both games can be played with a wide variety of Sony Ericsson phones. The trial mobile online multiplayer games will be available from Sony Ericsson's Fun and Downloads web site, enabling consumers to play online against one another from around the world. The service will be accessible across all regions on 2.5G networks, however network dependencies do apply.

"Just as the success with games played via Bluetooth and infrared, there are great opportunities for consumers to play games also over mobile networks. With the advent of faster network technologies and more phones capable of downloading colour games, we see that there are a great deal of opportunities for online gaming" says Cameron Stewart, Senior Manager Global Product Marketing.

The trial will ascertain the market demand for online games by conducting in-depth consumer research as well as measuring the performance of 'real time' and 'turn based' online gaming in mobile.

"We hope that our Ericsson and Sony heritage can enable operators to leverage from mobile online multiplayer gaming in the near future" says Cameron Stewart.

The trial is based on the networking solution for multiplayer gaming-Terraplay MOVE. Terraplay recently shared the podium with Synergenix, winning the Ericsson Application Award of the year for best mobile game application with 'Rally Pro Contest'.

"We are very pleased to work with Sony Ericsson to launch a global trial. Demand for over-the-air real time gaming is a reality today and we have designed the solution to allow mobile operators around the world to meet that demand effectively and profitably", says Jeremy Lewis CEO of Terraplay Systems.

The trial started in December and will continue into the early 2004. The trial is available for consumers who own T300, T306, T310, T316, T226, T230, T608, T610, T616, Z600, Z608 and T630 products.

*Sony Ericsson Mobile Communications AB offers mobile communications products for people who appreciate the possibilities of powerful technology. Established in 2001 by Telefonaktiebolaget LM*

*Ericsson and Sony Corporation, the joint venture continues to build on the success of its two innovative parent companies. Sony Ericsson creates value for its operator customers by bringing new ways of using multimedia communications while mobile. The company's management is based in London, and it has 4,000 employees across the globe working on research, development, design, sales, marketing, distribution and support*

For further information, please visit: [www.SonyEricsson.com](http://www.SonyEricsson.com)

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Terraplay Systems develops carrier grade on-line gaming technology. The Terraplay solution enables network operators and publishers to provide gaming services in fixed or mobile environments to a large number of users. For application and game developers, Terraplay currently provides tools for Windows and PlayStation®2, and for all download enabled mobile devices, including mophun™, J2ME™, Windows® Pocket PC, Windows® SmartPhone and Symbian OS™. More information can be found at [www.terraplay.com](http://www.terraplay.com).

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