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Mobilaris and BlueFactory join forces

Mobilaris AB acquires BlueFactory's operations related to the Mobile Service Delivery platform solutions for 3rd party content and service management.

Mobilaris AB, a leading provider of middleware for Location Based Services (LBS), will further strengthen the customer offerings by adding BlueFactory's competitive solutions for 3rd party content and service management. The companies also complement each other in other areas such as know-how, market presence, and staff experience.

"The 3rd party instrumentation is exactly what we need at Mobilaris at present" says Björn Westerholm, CEO of Mobilaris AB, "as we see the market for advanced mobile data services taking off. It is an important step to assure that we can meet customer expectations regarding our offerings as well as on delivery and support capabilities."

"Mobilaris is a perfect company for us to merge with. Even though both companies are acting in the Mobile Service Delivery space, we are complementing each other by having strong offerings in our respective niche area" says Krister Skålberg, CEO of BlueFactory AB

Mobilaris AB is one of the first companies in the world to integrate mobile Internet, mobile communications and GSM positioning technology into one platform. Pacific Ocean, Mobilaris AB core offering, is a LBS middleware that resides inside the mobile operator's network and is the central link in the delivery chain for mobile services. Mobilaris has provided solutions based on Pacific Ocean to a number of major mobile operators, such as TeliaSonera Nordic, Orange, Vodafone, MegaFon Moscow and Westel.

BlueFactory AB's core offering is solutions to manage 3rd party content providers and their services. The rapid increase of content and applications provided by external parties implies that mobile operators need efficient support for the management of 3rd party content and services. BlueFactory AB's solutions assure an efficient management of the end-to-end processes.

About Mobilaris AB

Based in Sweden, Mobilaris' mission is to focus on fast time-to-market and return-on-investment for operators. Mobilaris combines leading expertise from the mobile operator business environment with world-class mobile Internet technology and R&D. Mobilaris comprise proven business developers for location-based services, software developers and strategic management from the mobile communication industry. Mobilaris and Ericsson have enjoyed commercial success with many deployed installations across Europe.

About BlueFactory AB

BlueFactory AB provides solutions for 3rd party content and service management. The company is located in Stockholm, Sweden, and is privately held by IT Provider, T mobile Venture, Infocomm Investment and the founders.

Please, note that BlueFactory Studios AB - a separate company specialising in Mobile Marketing - is not in any way affected by this merger.

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