

Press release

Framtidsfabriken continues to invest in cutting-edge competence

Stockholm, September 3, 1999 --- With one new centre of excellence in Sweden and one in Denmark, Framtidsfabriken is raising its profile as a leading development company within the new technology and economy. The Swedish centre of excellence MIP is a part of Framtidsfabriken's strategy to be the best digital service developer for the big telephone manufacturers.

"Establishing centres of excellence is really a way of forcing the overall development of new competence within the company. It allows experts in each area to develop real cutting-edge expertise which they can then disseminate throughout the organisation," says CEO Jonas Birgersson.

- The MIP (Mobile Internet Protocol) centre of excellence located in Stockholm and Lund is focused on the development of mobile IP based applications. One example in this area is the WAP service developed by Framtidsfabriken for the Stockholm-based evening paper "Expressen" which was the first commercial WAP service on the Swedish market.

While the Swedish centre "MIP" has a technical focus, the Danish "Kidzone" is oriented towards market communication.

- Kidzone, Framtidsfabriken's centre of excellence for online communication with children and adolescents, is located in Copenhagen where the company has three years' past experience in this field with clients such as Lego, M&M's, McDonalds and Libresse.

In addition to online communication with children, the Copenhagen operation has for several years been developing cutting-edge competence in usability. This successful operation will now have its Swedish counterpart in the Stockholm Usability Lab, a test lab for evaluation and user adaptation.

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Framtidsfabriken's business concept is to create new business for the evolving Internet economy through digital and interactive services. Framtidsfabriken today has 470 employees divided between eleven offices located in Copenhagen, Gothenburg, Linköping, London, Lund, Malmö, Paris and Stockholm. Framtidsfabriken is the general supplier of Internet services to Volvo Car Corporation, the National Power Administration, IKEA and Electrolux. Among our other clients are AstraZeneca, GE Capital, the SAAB Group, Tele Danmark and Unibank.