



Mobilaris announces complete LBS solution for the operator market.

Stockholm, Sweden, 22 December 2004.

Today Mobilaris announced a new LBS Application strategy that dramatically simplifies for mobile operators to exploit the LBS opportunity. Mobilaris now provides the most complete LBS application portfolio on the market, with commercially proven applications, ready to deploy on the Pacific Ocean LBS middleware platform.

Carefully selected partners in the LBS industry with proven record of accomplishment have signed up with Mobilaris in an effort to simplify as far as possible for operators to take advantage of the LBS opportunity.

A broad range of LBS applications covering each segment of LBS, are sold under the Mobilaris brand to provide the market's most complete "One Stop Shop" for commercially proven LBS applications, market leading LBS middleware and GIS Engine.

Mobilaris complete LBS solution enables unified pricing for applications, faster launch, and support that is more effective. In addition, the entire decision process will become faster and cheaper for operators.

Mobilaris can as of today offer a broad variety of LBS applications, pre-integrated with Mobilaris Pacific Ocean middleware platform. Applications cover LBS gaming, personal security, safety, fleet management, community tracking, dating, and point of interest types of services. In total more than 10 LBS applications from the leading application developing houses Daydream, Trackwell, Starcus, and Mobilaris. All applications have been commercially launched across the world with proven track records.

Mobilaris takes full responsibility and acts as a single point of contact towards the operator market, covering sales, installation, and support.

"Our new strategy unlocks one of the blockers for LBS – to simplify for operators to select, compare, and launch applications, not only from a technical point of view, but also from a ROI perspective" said Mr. Roger Lundgren, Sales Director.

Today's complex pricing strategies and look-a-like applications makes operators hesitate, which halts the uptake of LBS and other mobile applications.

"Taking a full end-to-end responsibility enables the customer to kick-start a complete LBS offering", concludes Mr. Lundgren.

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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.