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## **Vodafone Sweden launches online backup service for mobile phones**

**It is now even simpler for Vodafone Sweden's customers to manage their contact details when changing to a new phone model. Customers who lose their mobile phones can now also enjoy greater peace of mind. Vodafone Sweden is in collaboration with Storegate offering Internet-based storage space for phone books, calendars and other digital information accessible directly by mobile phone - a mobile backup service, in other words.**

"For many people, the worst part about losing a mobile phone (or having it stolen) is that all the contact details to friends, work contacts, etc. are lost. With our new service Mobil Hårddisk (Mobile Hard Disk), however, this problem is history. Mobil Hårddisk is a secure online back-up which can be administrated from your computer and the details transferred to a new mobile phone," says Klas Wallström, Head of Business Segment at Vodafone Sweden.

As well as offering peace of mind should you ever lose your mobile phone, the service simplifies the administration of contact details and calendars. No extra cables or hardware for synchronising computers with mobile phones are necessary - the service is updated via the mobile network and administrated via a user-friendly web interface. Customers can also take backups of the content of their computers and store all critical digital information in one secure place – which is accessible either via computer or mobile phones equipped with browsers.

Mobil Hårddisk is now available on subscription at Vodafone Sweden's website to both consumers and business customers and in retail stores later in September. For consumers the price is SEK 19/month including VAT (includes 10 MB storage space). For business customers the price is SEK 19 excluding VAT (includes 20 MB storage space). Extra storage space can be ordered.

To use the service, mobile phones must support syncML.

### **For more information, please contact:**

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