

INSTANT WAP PORTALS INHAND WITH LOCAL CONTENT

Digital Mobility franchises InHand WAP Portal in Sweden and Israel

April 18, 2000, London: Independent WAP hub operator **Digital Mobility** (www.digimob.com) has launched InHand, its operator-neutral WAP portal for European executives in Sweden and Israel.

Scheduled to go live in the UK in mid-May, InHand includes a range of news, travel and financial information, aggregated especially with highly mobile business people in mind. Designed to operate independently of any national or international mobile network, WAP phone users can register to access InHand in all territories at www.inhand.net.

Digital Mobility AB, Digital Mobility Ltd's Swedish affiliate, and **Feather Mobile Systems Ltd**, the Israel franchisee, have combined their own location-specific content with the international InHand brand's range of services, including regular news feeds from The Times, international stock market data from Standard & Poor's ComStock, and travel information from OAG Worldwide. InHand Israel features news headlines from Ha'aretz and Globes, a direct feed of latest stock prices provided by TAPUZ, plus up-to-date train travel information from Israrail.

With the full service hosted on Digital Mobility's own WAPHUB, franchisees benefit from content management and user interface design and security, combined with the opportunity to build their own region specific content partnerships.

"Our operating partners in Sweden and Israel have already been able to build their own InHand portal using Digital Mobility's off the shelf toolkit, combining our standard services with locally tailored content," says **Marcus Taylor**, Director of

Products and Services at Digital Mobility. "By franchising the InHand brand, we are offering entrepreneurial operators worldwide the chance to develop their own WAP portals with all the support of an international brand."

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For more information contact:

Victoria Collis
Larkspur
+44 20 7580 0990
victoria@larkspur.co.uk

Monica Lichtner
Marketing Director
Digital Mobility
+44 7781 116223
monica@digimob.com

Notes to editors:

- ★ Operating from headquarters in London, **Digital Mobility Limited** was established in 1998 to serve the business sector and private consumer with mobile commerce solutions via fixed and mobile networks.
- ★ Digital Mobility Limited is backed by investment from Swedish Venture Capital fund Ledstiernan.
- ★ Digital Mobility is a member of the Wireless Application Protocol (WAP) Forum (www.wapforum.org)