

**Press Release from AU-System**  
**For immediate release**

## **AU-SYSTEM SUPPLIES MOBILE SERVICE PLATFORM TO SENSE COMMUNICATIONS**

**Stockholm, Sweden - October 24, 2000** – AU-System has developed Sense Update, a mobile service platform for the virtual mobile operator Sense Communications. AU-System's assignment also includes consulting services, implementation and operation of the solution. The recently launched service gives Sense Communications' customers access to a number of services, such as news information, stock exchange information, weather forecasts, horoscopes, TV programmes and betting results in real time via an ordinary GSM telephone.

“These services provide added value for Sense Communications' customers in that the users gain continuous access to updated information also without a WAP telephone,” says Håkan Persson, Business Area Manager at AU-System. “The service shows how our extensive range of consultancy services within Mobile Internet can be used for a short time-to-market.”

The functionality of the platform is based on software integrated into the GSM telephone's SIM card, which makes it possible for the user to gain access to a number of service specific menus in the window of the telephone. The user then obtains the desired information via SMS messages and can proceed through the menus to gain access to the information in real time.

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### **About AU-System**

AU-System is a leading Mobile Internet consultancy. Through the subsidiary SandbergTrygg, the company also offers integrated services for marketing communications. Major clients include Ericsson, Telia, Scania, MeritaNordbanken and Singapore Telecom. AU-System was established in 1974 and currently employs more than 850 staff in offices in Sweden, Singapore, Thailand, the U.K. and the U.S. AU-System is listed on the O-List of the OM Stockholm Exchange, under the symbol AUS. For more information, please visit [www.ausystem.com](http://www.ausystem.com).

### **About Sense Communications**

Sense has during this year established itself as the leading virtual mobile operator in the Nordic countries and currently has more than 200 000 mobile telecom and Internet customers. The company today operates in Norway and Sweden and will shortly be launched in Denmark. In April this year Sense launched its GSM service in Sweden, becoming the first new alternative on the Swedish mobile market for seven years. The company is planning to become listed on the stock exchange during the autumn. For more information, please visit [www.sense.com](http://www.sense.com).