

Press release
November 8, 2000

Mobilaris delivers unique mobile Internet service platform to Telia Mobile

- a pioneer solution for Mobile Internet and Location Based Services

Mobilaris today announced that Swedish wireless operator Telia Mobile AB have selected Mobilaris to deliver a strategic mobile Internet service platform for deployment of location-based mobile services.

The platform provides Telia Mobile with a complete service development environment for location-based services and an innovative "plug and play" structure where mobile services can be launched in weeks, rather than months. Additionally, with the Mobilaris platform, Telia Mobile can allow third-party service providers to offer location-based services to Telia Mobiles' customers in a fully secure and controlled way.

- Telia Mobile is one of the worlds most advanced operators and this contract confirms our customers' belief in Mobilaris' solutions and our ability to deploy mobile Internet service platforms for location-based services says Björn Westerholm, CEO at Mobilaris AB.

Swedish operator Telia Mobile launched their service "Yellow Pages Near You" in the beginning of June this year. The service is the world's first mass-market location-based mobile service. The "Yellow Pages Near You" enables Telia Mobile's customers to search the Yellow Pages for information with automatic positioning of the mobile telephone.

- Selecting Mobilaris platform is one step for Telia Mobile to maintain and strengthen our leading position among wireless operators. With the platform, Telia Mobile in partnership Team Positioning with Ericsson will be able to quickly deliver location-based service offerings and create a valuable advantage in the wireless location services market, says Jörgen Jonsson at Telia Mobile and Team Positioning.

For more information, please contact:

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Mobilaris AB

Mobilaris AB develops and market information service platforms and location based services for the Mobile Internet. Mobilaris is one of the first companies in the world to fully integrate Mobile Internet, Mobile Communication and GSM positioning technologies in ONE platform. The platform allows unique possibilities to deliver content and information based on a users geographical location. Mobilaris was formed in 1999 and has currently a development center in Luleå and a market office in Stockholm.

Please visit www.mobilaris.se for more information and images.