

## **Ericsson chooses BroadVision to personalize WISE™ Portal**

**Ericsson and BroadVision have made a software license agreement where BroadVision's application software will be part of WISE™ Portal, Ericsson's mobile portal solution for mobile network operators. The agreement is a further development of WISE™ Portal, enabling operators to offer the end-users profile-based content, based on individual preferences.**

"Integrating BroadVision's advanced software for personalization in our WISE™ Portal solution allows us to provide network operators with a scalable solution that will help them become leaders in mobile Internet," says Lars Boman, Vice President and General Manager, Ericsson Internet Applications. "The benefit for the end-user is the ability to create highly personal services via the mobile portal based on individual profile, location and time."

The WISE™ Portal is Ericsson's mobile portal solution created for mobile network operators. It gives operators the flexibility to tailor a portal according to their own market and end-user preferences and supports early commercial launch of mobile Internet applications. Portal users may personalize and access a wide array of services, such as news, chat and e-mail, travel information, ticket reservations and other types of mobile e-commerce, anywhere and anytime.

Broadvision's software will enable WISE™ Portal customers to create advanced, profile-based content and transaction services. For the end-users, the addition of BroadVision's applications to the WISE™ Portal will mean personalized profiles. For instance, a user searching for a restaurant could be channeled according to a preferred geographical area, type of restaurant, price range and hours of operation.

"We're totally committed to the mobile Internet future. The agreement enables Ericsson to offer several BroadVision software components as an integrated mobile Internet offering to be delivered to wireless carriers," says Dr. Pehong Chen, chief executive officer and founder of BroadVision. "It is estimated that within three years mobile Internet uses will outnumber fixed Internet users. This represents a significant share of the Internet market, and BroadVision, which is currently a leading provider of personalized e-business applications, aims to become a leading provider of mobile Internet applications as well. This agreement with Ericsson is a significant step toward reaching this goal."

*Ericsson is the leading communications supplier, combining innovation in mobility and Internet in creating the new era of mobile Internet. Ericsson provides total solutions covering everything from systems and applications to mobile phones and other communications tools. With more than 100,000 employees in 140 countries, Ericsson simplifies communications for customers all over the world.*

Read more at <http://www.ericsson.com/press>

## **FOR FURTHER INFORMATION, PLEASE CONTACT**

Eva Sparr, Communications Manager  
Ericsson Internet Applications & Solutions  
Phone: +46 8 422 24 24, E-mail: [eva.sparr@lme.ericsson.se](mailto:eva.sparr@lme.ericsson.se)

### **About WISE™**

WISE™ - Ericsson's family of pre-packaged solutions for mobile Internet - helps mobile operators and service providers shorten time-to-market and time-to-revenue when introducing new data-related services in their networks and making the power of the Internet available to mobile users. WISE™ helps mobile operators move quickly from being mainly providers of voice communications to being providers of value-added mobile Internet services. It does this by adding the basic IP connectivity, infrastructure, applications and support required to turn the mobile telephony network into a platform for mobile Internet services creation.

### **About BroadVision**

BroadVision, Inc. (Nasdaq: BVSN, Neuer Markt: BDN) is the leader in personalized e-business applications. BroadVision's comprehensive suite of integrated applications is built for delivery via the Web and wireless devices. Companies using BroadVision's proven applications get to market quickly, launching innovative e-commerce, self-service and enterprise information sites. These sites enable personalized interactions and transactions with customers, partners, suppliers and employees. BroadVision One-To-One (TM) applications power business-to-consumer and business-to-business sites for many of the world's top companies in the financial services, telecommunications, electronics, manufacturing, retail and travel industries. BroadVision applications are available in more than 120 countries worldwide. Headquartered in Redwood City, Calif., USA, the company can be reached at +1 650 261 5100 or at <http://www.broadvision.com>