

## **Ericsson guides visitors to MTV Stockholm Music Week via WAP**

**Ericsson will launch a WAP-guide, specially designed for Stockholm Music Week. It will feature information about Stockholm, MTV-related gossip, bars, restaurants, shopping, clubs and all the events taking place during the week – all easily accessed by a mobile phone. Stockholm Music week is arranged in connection with the biggest music event in Europe, the 2000 MTV Europe Music Awards, which Ericsson is a proud sponsor of.**

Between November 12-17, a special WAP-guide will be available for journalists, the WAP-site will feature updates about press conferences and press releases issued during the week. The WAP-guide can easily be accessed by everyone from his or her WAP phone at the following address: <http://wap.ericsson.com/itsatune>. The guide will be updated during the week with information. A selection of Swedish artists will give input on their favorite places, bars and activities in Stockholm. The WAP-guide is a collaboration between Ericsson and Nöjesguiden, a major Nordic free magazine covering entertainment.

During the Music week, Stockholm will be the musical center of Europe. MTV does their biggest Nordic Program ever during Stockholm Music Week. Among the artists who will perform are Teddybears Sthlm, Meja, Andreas Johnsson and a range of international talents.

Stockholm Music Week starts Sunday November 12 with a party, arranged by DiscoSthlm, MTV and sponsored by Ericsson. This is where MTV will record their Dance Floor Chart program, hosted by VJ Kicki Berg, which will be broadcasted over Europe. Big-name DJs from all over the world will entertain during the evening, such as Jazzy Jeff from Philadelphia, Gilles Peterson from Talking Loud in London, DJ Spinna from Rawkus, New York and a selection of the best Swedish DJs, such as Sleepy, Christian Falk and Patrik Arve and Jocke Åhlund of Teddybears Sthlm.

### **Make Yourself Heard Award**

Ericsson, in Sweden, initiated earlier this year a nationwide hunt for the next young music talent. Over 1,000 demo tapes were sent to Ericsson, and with the help of the Swedish record industry and consumers five finalists were chosen. The five finalists will perform on November 15, presented by Joey Tempest, former singer of rock group Europe. The winner will get the chance to record a full length CD and go on a club tour.

**Stockholm Live Day**

One of the world's largest webcasts will take place during Stockholm Live Day, a huge manifestation where some 600 Swedish artists will perform on 50 different places around Stockholm. The initiative comes from Ericsson Division Multi-Service Networks, to show the possibilities of powerful broadband solutions.

**Press center**

At Kulturhuset, located in central Stockholm, in Kulturhuset, a press and information help desk will be open during the music week. This is where media get their accreditation and also sign up for using an Ericsson WAP-phone during the week. Ericsson will be supplying the press centre with computers and other communications facilities.

*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**

Mattias Schedvin, Marketing and Communications Sweden  
Ericsson Mobile Communications AB  
Phone: +46 705 80 06 01

Peter Bodor, Public Relations Manager  
Ericsson Mobile Communications AB  
Phone: +46 703 28 2423

Lisa Lönner, Press Manager Nordic region (Consultant),  
MTV Networks AB  
Phone: +46 8 506 78 000, +46 70 200 94 14  
Fax: +46 8 506 78 001  
E-mail: [lonner.lisa@mtvne.com](mailto:lonner.lisa@mtvne.com)