

## **Sweden First Out With MMS News World Premier at the Soccer World Cup**

A unique Swedish cooperation between five companies has opened up the door to the World's first Multimedia Messaging News Service, it was announced in Stockholm Wednesday.

The breaking news service provides text and three colour photos to owners of Sony Ericsson's T68i mobile telephones in Sweden from every match in the Soccer World Cup in Japan/South Korea set to kick-off May 31.

This content-rich application, offering a dramatic increase in messaging capabilities in mobile phones, is probably the first such commercial Multimedia Messaging Service (MMS) of any kind in the World.

MMS goes beyond simple text messaging by increasing the length of messages beyond the current 160 character SMS-limit. MMS can also be used to send messages including photos, video, and sound.

The companies promoting the service are mobile telephone maker Sony Ericsson, Sweden's news agency TT, the picture agency Pressens Bild, Sweden's leading commercial TV-station TV4 and Drutt Corporation, provider of the MMS-platform.

Drawing advantage of the MMS-technology from Drutt Corporation, TT and Pressens Bild will jointly deliver the goals, the sweet victories and the bitter taste of disappointments in text and photo sequences straight to the mobile phones.

The service is promoted by TV4, initially giving 200 of its viewers the opportunity to follow the World Cup with MMS, adding value to its live televised broadcast of the tournament. "We will promote the service on our internet site [www.tv4.se/vm2002](http://www.tv4.se/vm2002) where 200 Swedes will become our first MMS-users, said Michael Knutas, project manager at the TV4 Interactive department.

Sony Ericsson Mobile Communications AB recently launched the Sony Ericsson T68i – the first commercial phone to support MMS.

"This is a splendid opportunity for us to show the expressive way of communicating with MMS in a T68i and the World Cup is a perfect opportunity to launch such a service, said Per Alksten, Product Marketing Manager at Sony Ericsson Mobile Communications in the Nordic region.

"There is no such thing as a killer-application, but what you can create is a killer-constellation and this is an example of such a dream team. The key to successful mobile services in the future is intelligent co-operations between all parties from the content provider to the phone makers, said Paul Burman, Marketing Director at Sweden's news agency TT.

TT:s reporters will cover the World Cup and their news-flashes will be illustrated in the MMS with photos from Pressens Bild.

"We will create photo-sequences where three colour photos from each match will illustrate actions and emotions in a completely new fashion compared to the 160 characters you can see in today's SMS, said Tobias Rostlund, Managing Editor, Pressens Bild.

TT and Pressens Bild have been ready for some time to deliver their automatic news service as MMS - the successor to SMS in the mobile phones.

The service became a reality with TT:s long-time partner Drutt Corporation presented the technical solution for a fully-fledged Multimedia Messaging Service.

"We want to shift focus from the current technology-driven discussion about MMS-to how the technology can be deployed in a service context. The World Cup-coverage is a brilliant- and cost effective - example of how you can create innovative value added services, said Roland Svensson, CEO of Drutt Corporation.

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