

## **Swedish Drutt delivers to Vodafone live!**

**Vodafone Sweden launches Vodafone live!, a consumer oriented concept which has been successfully implemented across Europe by offering easy to use and fun mobile services. The solution is delivered by Drutt Corporation.**

Drutt Corporation has been engaged by Vodafone Sweden to implement Vodafone live! Drutt's products and technical solution cover two areas: optimal content presentation independent in any kind of mobile device, and integration of external partners to Vodafone's portal.

Vodafone live! is a comprehensive concept where end users are offered the latest mobile services in colour, sound, text and image. The concept is rolled out across all Vodafone countries and include both international and local content.

Services are offered in a bundle with the latest camera phones, which feature icon-based menus to Vodafone live! services. The end user can enjoy rich and easy to use mobile communication.

"Drutt Corporation has played an important role to launch Vodafone live! in Sweden. Drutt has provided key competence and leading mobile products, which has allowed us to implement the global Vodafone service offering on the Swedish market", says Jorgen Persson, Vodafone Sweden.

### **For additional information, please contact**

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