

Drutt Corporation powers launch of Vodafone live! In Egypt

Stockholm, Sweden, 2003-10-27

Vodafone Egypt recently announced the launch of Vodafone live!, the highly acclaimed consumer service bringing customers a world of colour, sound and pictures. Vodafone live! enables customers to use picture messaging, download polyphonic ring tones and colour games and browse branded infotainment from integrated camera phones, through an easy to use icon-driven menu.

The service offering of Vodafone live! is based on a range of local and global content partners. The partner services have been seamlessly integrated into the offering, guaranteeing that services are up to date and provide high quality and optimal user experience.

Drutt Corporation, the market leading provider of device management and content integration products for mobile data services, has implemented its technology to ensure optimal end-to-end distribution of Vodafone Egypt's service portfolio to end users.

Drutt provides Vodafone Egypt with:

- The best of breed mobile user interfaces and service presentation. Drutt Rendering Engine offers Vodafone dynamic handling of images, icons, audio and video; device adaptation and service optimisation for any mobile device type.
- A complete solution for seamless integration and management of partner content and applications. Drutt 3PI- a real time integration solution - enables rapid and cost effective population of partner services into the Vodafone live! offerings.

"As a group supplier to Vodafone, we are excited to be a part of the global roll-out of Vodafone live!, said Jonas Wilhelmsson, VP Marketing at Drutt Corporation. "We are particularly pleased to be involved with the launch in Egypt, as it marks our first implementation in the Middle East. By deploying Drutt 3PI and Drutt Rendering, Vodafone can offer optimised end-to-end distribution of advanced mobile data services to any device. Drutt's products allow Vodafone to add new services and target devices at minimal time and cost."

For further information, contact:
Jonas Wilhelmsson, VP Marketing
GSM: +46-70-655 1321
E-mail: jonas.wilhelmsson@drutt.com

Vodafone is the largest mobile communications company in Egypt in terms of net profit, and the second largest in terms of revenue and market share. A current base of more than 2.5 million subscribers, in a market where just 6% of the population carry mobiles, asserts how VF has surpassed all growth expectations in record time.

Vodafone Egypt network covers 98.5% of Egypt's populated areas. Roaming agreements were made between Vodafone and more than 270 operators in over 109 countries in six continents.

Drutt Corporation is a leading software company and solutions provider for mobile services infrastructure. Drutt offers a complete product portfolio for mobile service distribution. Drutt's customers include large mobile operators and service providers worldwide. Further information is available at www.drutt.com