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Nocom wins prestigious international award at the Mobile Commerce Industry Awards 2001

IBC Global Conferences and GMCF (Global Mobile Commerce Forum) awarded Nocom Travelutions in Rome 8 May, as the winner of the Mobile Commerce Industry Awards 2001.

Travelutions was given first prize for best Mobile Travel application in the category Travel, Transport and Ticketing. The awards are given to organisations that have contributed to the development of Mobile Commerce in their industry sector.

In strong international competition Nocom Travelutions was given the award for the mobile travel services they developed for Braathens Airways (Norway's largest airline and a member of the One World Alliance).

The service enables Braathens customer's to plan their travel both comfortably and efficiently. The traveller can make flight reservations, re-bookings, and cancellations directly from a WAP telephone or palmtop computer (PDA). This avoids telephone queues and the customer receives a direct answer. Currently, Braathens' users of the e-pass, Braathens ticketless travel system, have access to the service.

Nocom Travelutions is responsible for the system infrastructure, development, production, and concept development. The underlying technology is based on the Nocom mobile distribution platform Mobilectrl™.

- This shows that Nocom are on the leading edge when it comes to delivering well-designed wireless solutions in general and in Travel and Transport sector specifically. Says Tomas Nygren, CEO Nocom AB

- The new mobile distribution channel gives travel providers incredible possibilities of building close and cost effective relationships with their best customers. Sweden has concisely proved that it is at the cutting edge of new development with in the world of m-commerce, due to the high level of penetration of Internet and Mobile telephony combined with a highly advanced travel industry. Therefore we will always be ahead when it comes to wireless travel solutions says Jan Lundin Managing Director Nocom Travelutions

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Nocom Travelutions AB is a part of the Nocom Group. *Specialises in developing value-added mobile services and solutions for the travel industry. Nocom Travelutions combines qualified industry knowledge and cutting edge technical expertise.*

Nocom AB (publ) was founded in 1985 and is listed on the Stockholm Stock Exchange (NOCMB). Nocom provides companies with e-business solutions for the Internet and wireless networks. The company is based in Uppsala, Sweden with offices in Stockholm and Gothenburg, Sweden; Oslo, Norway; Helsinki, Finland; Copenhagen, Denmark; London, the UK; Riga, Latvia, Frankfurt, Germany and Warsaw, Poland. The Nocom group employs approximately 240 persons.

GMCF The Global Mobile Commerce Forum is an organisation with the ambition to promote the development of mobile commerce services around the world, for the benefit of consumers and the companies involved. Members include BT Cellnet, Barclaycard, Orange, Sonofon, Motorola and Sony.