

Uppsala, Sweden, Tuesday March 11, 2003

## **Nocom becomes exclusive distributor for Oplayo in Sweden and Norway**

Nocom has signed a contract with the Finnish software company Oplayo for exclusive distribution rights in the Swedish and Norwegian markets. Oplayo's product portfolio includes market-leading software for streaming media, i.e. instant play of, for example, audio, video and presentations. Oplayo's products – characterized by their high degree of user friendliness – enable instantaneous transmissions both to cell phones and personal computers via the Internet or e-mail.

The advantages of Oplayo are many. In contrast to software from leading competitors, no downloads or installations are required on receiving devices. A media player is included in the transmitted file, which enables video, for example, to be played instantly on computers or cell phones. Oplayo already works on such mass-market cell phones as the Nokia 7650, 7210, 3650 and 3510i, and soon on the Ericsson P800 as well. With the advanced MVQ (Motion Vector Quantization) technology, media files are highly compressed. This exceptional degree of compression enables, among other things, trouble-free file transmission via GPRS.

No investments in hardware are required in that publication is instantaneous on any standard web-server; and no programming skills are required on the part of the user. Another advantage is that Oplayo can utilize existing ports in company firewalls, thus retaining security.

The application areas include the distribution of internal information, so that company management can easily and instantly reach all employees at geographically dispersed locations with multimedia presentations. Moreover, the technology is well-suited for external company presentations, e-learning (instructions and training), marketing and financial reporting, as well as for operations at companies that distribute news, traffic and weather information, and film previews.

"Nocom's experience and expertise within both the Internet and wireless fields were important factors in our selection of a collaborative partner," says Timo Kiiippa, Sales Director VAR & Reseller, Oplayo. "Nocom is one of the most well-reputed and capable IT companies in the Scandinavian marketplace, and we look forward to long-term and productive collaboration."

Among Oplayo's customers in the international market are Nokia, Eurotel Praha, the pharmaceutical company Pfizer, the accounting group KPMG, CNN, NBC Sports, General Motors and Universal Pictures.

# Press Release



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**Nocom AB (publ)** is an innovative IT company with an offering aimed directly at client companies, as well as at partners and resellers. The company is focused on IT solutions for use within integration, infrastructure, analysis, security and development. Our offering encompasses market-leading software with support, maintenance, professional services, and training. Our e-channel center complements our offering with advanced hosting solutions for your critical business systems. The group also includes Travelutions, IT and management consultants with a focus on the travel industry. Clients are found primarily among large and medium size companies in the Scandinavian market. Nocom has about 80 employees and is represented in Sweden, Norway, and Finland. The company was founded in 1985 and has been quoted on the Stockholmsbörsen's O-List (NOCM B) since 1999. Read more at [www.nocom.com](http://www.nocom.com)

**Oplayo** develops leading edge streaming video and rich media technology for the fixed Internet and wireless devices. Oplayo's technology gives end-users an easy-to-use, "instant play" rich-media experience. Founded in 1996, Oplayo's corporate headquarters are in Helsinki, Finland, with offices in London and Munich. Oplayo currently employs 40 people. Investors include Nokia Venture Partners, Zouk Ventures, Holtron and TEKES, the National Technology Agency of Finland. Its clients include Pfizer, CNN.de, Eurotel Praha, Nokia and GM. Read more at [www.oplayo.com](http://www.oplayo.com)