



NOCOM

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Breakthrough for WAP technology

Nocom signs WAP agreement with Scandic Hotels for 370,000 regular customers

Nocom has signed an agreement with Scandic Hotels regarding the development and deployment of a mobile WAP (wireless application protocol) service for the company's 370,000 regular customers.

The new service will give Scandic Hotels customers access to a range of new functions, among other things, fast hotel-room booking and information about various events – from any location, at any time of day. The service, which can be accessed throughout Europe, is being made possible by Nocom's WAP Direct concept.

“We're very pleased to be the first hotel group in the world to be able to offer our customers the benefits of WAP technology,” says Roland Nilsson, group chief executive of Scandic Hotels. “This is just the first step in our commitment to mobile services. The collaboration that we've now begun with leading companies in the market will give us and our customers a head start in exploiting the advantages of mobile technology.”

WAP Direct has been developed further to meet the needs of Scandic Hotels by enabling the automatic configuration and updating of customer phones over the GSM network. This function means that Scandic Hotels can now easily register all its customers via a special web page. Nocom is the first in the world to offer the WAP Direct solution directly to companies and it means that the management of WAP phones will be much simpler in the future.

“The fact that Nocom has been entrusted with helping Scandic Hotels to plan and develop mobile services proves that we're well prepared to handle projects for large numbers of users. This solution shows that WAP technology can be used to expand a company's services and strengthen customer relations,” says Anders Jonson, chief executive of Nocom.



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In the Scandic Hotels solution, Nocom is responsible for project planning, deployment and software; Nokia for phones and WAP technology; and Geab – The Phone House for packaging and final delivery to customers.

If you have any questions regarding this press release, please contact

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