



Press Release

Nocom AB, Kristallen, SE-754 51 Uppsala, Tel: +46 18 65 55 00, Fax: +46 18 65 55 55. Internet:
www.nocom.com

mobilectrl™

Uppsala, Sweden, June 30, 2000

Nocom launches MobilectrlÔ

Nocom launches Nocom Mobilectrl™, a standard platform for developing mobile services. The platform is intended for companies that want to give their customers and employees fast, qualitative and secure information through their own controlled mobile information channel.

“With Nocom Mobilectrl™, companies can be sure that the relevant information reaches the right customer, regardless of what type of WAP phone, PDA or mobile service provider the customer uses,” says Stefan Edholm, CTO at Nocom. “We have drawn on our experiences from WAP Direct and our close collaboration with Europolitan, Nokia and Ericsson to create an efficient tool for companies and organizations to build close customer relationships through mobile technology.”

Nocom Mobilectrl™ was developed in close co-operation with customers and users, who have been testing and evaluating the new technology through WAP Direct. The aim of Nocom Mobilectrl™ is to simplify the development of mobile Business-to-Business (B2B) solutions to selected user groups or on companies' intra and extranets.

Some key functions of the platform are:

- **Device independence** - works with most types of phones, PDAs etc.
- **Content control** - easy to integrate information from external data sources.
- **Dynamic registration** - customers maintain their own user profile.
- **Easy administration** - you administrate your mobile customer base over the Web.
- **Remote configuration** - creates personalized services without complicated manual configuration.
- **Invoicing/Statistics** - integrates with your existing billing system and provides statistics on use.
- **Scalable/component-based** - can handle tens of thousands of users at once.
- **Future-compliant** - prepared for GPRS and future WAP versions.



Press Release

Nocom AB, Kristallen, SE-754 51 Uppsala, Tel: +46 18 65 55 00, Fax: +46 18 65 55 55. Internet:
www.nocom.com

Nocom will be offering Nocom MobiletrI™ through its channels and strategic partners. In Sweden, Nocom Net will offer a complete range of services based on Nocom MobiletrI™ in connection with WAP Direct. This new ASP service will be launched in August. The international expansion will focus on travel and logistics, where Nocom has specialist skills. Nocom MobiletrI™ will be the platform for the mobile solutions in these areas.

“We have had the benefit of working with companies that wanted to be first with mobile solutions,” explains Anders Jonson, Executive Officer at Nocom. “This has given us a unique position for developing Nocom MobiletrI™. By focusing on specific segments of the market, we can now secure rapid international expansion. Through the acquisition of TradeVision and our contract with Deutsche Post we are on to a flying start.”

The first release of the platform will be on August 1. Initially, the platform will be offered to selected customers and mobile service providers and be used for projects in travel and logistics.

For more information, please contact:

Stefan Edholm, CTO, Nocom AB (publ) tel: +46 –(0)708 – 65 10 57
e-mail: stefan.edholm@nocom.se

Anders Jonson, Executive Officer, Nocom AB (publ) tel: +46 – (0)708 – 65 53 01
e-mail: anders.jonson@nocom.se

***Nocom AB (publ)** was founded in 1985 and is listed on the Stockholm Stock Exchange O-list (NOCM B). 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; and Helsinki, Finland. The Nocom group employs approximately 200 persons.*

For further information, visit www.nocom.com