



Press Release

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Stockholm, Sweden, Wednesday September 27, 2000

Nocom's TradeVision delivers mobile tracking service to SAS Cargo

TradeVision, part of the Nocom Group, has delivered a new mobile cargo tracking service for SAS Cargo. This service is part of TradeVision's WCM (Wireless Cargo Management) product range and has been developed in close cooperation with Nocom's mobile Internet expertise.

The demand for information is changing and today it is no longer enough to know when the airfreight is due to arrive. It is often crucial to know where a specific shipment is, at any stage of transit, and at any time. With TradeVision's WCM shipment tracking service SAS Cargo's freight customers have the possibility to obtain shipment status messages while on the move. Through a WAP-enabled mobile phone or device, the customers can simply make a connection and enter an air waybill number, to obtain instant status information.

"With the WCM shipment tracking service by TradeVision SAS Cargo has made its entry into the world of WAP technology. It is an important step in optimizing SAS Cargo's electronic communication with forwarding agents and professional airfreight customers", says Lars Gurfeldt, Vice President Commercial, SAS Cargo. "Our aim is to ensure that full details of SAS Cargo's services always are within a fingertip's reach and that we keep taking advantage of the advancements in e-logistics and mobile communication", Mr. Gurfeldt continues.

TradeVision is developing the WCM concept in order to meet the growing demand for mobility. It will complete the product portfolio by linking all existing systems together in a comprehensive e-logistic solution covering the needs of all involved parties. This ability to connect all partners involved in the transportation chain, and provide seamless information flows throughout the shipment process is crucial for the success of e-commerce. The core functionality of all WCM solutions is to make data/information available to the mobile market on-line. TradeVision is working in real time, which provides customers with information that is always accurate and up-to-date.



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“TradeVision’s expertise in transport and logistics, combined with Nocom’s experience in mobile solutions, gives us a strong position in this area” says Anders Jonson, Vice Chairman and Executive Officer at Nocom “We consider e-logistics to be one of the most important business areas for Nocom in the future. The partnership with SAS is an important step in the introduction of this service to our customers world-wide.”

All services in the WCM concept can be adapted and adjusted in order to respond to the specific needs of each customer. Within short, TradeVision’s aim is to launch new WCM services such as on-line booking, GPS positioning, bar-code scanning and possibilities of handling dangerous goods.

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Nocom AB (publ) was founded in 1985 and is listed on the Stockholm Stock Exchange Attract 40 (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; Helsinki, Finland; Copenhagen, Denmark; London, the UK and Warsaw, Poland. The Nocom group employs over 220 persons. For further information, visit www.nocom.com

About TradeVision

Since its formation in 1992, **TradeVision** has provided EDI and Internet logistic solutions for the transport industry. Today, as a part of the **Nocom** Group, TradeVision has advanced solutions for e-commerce and links over 100 airlines with over 600 agent offices throughout the world including diverse locations such as Africa, Australia, China, Hong Kong and the USA.