



# Press Release

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Internet: [www.nocom.com](http://www.nocom.com)

Uppsala, Sweden, Thursday October 19, 2000

## Nocom Mobilectrl - a platform that makes your business talk **International launch of Mobilectrl<sup>TM</sup> at Internet World in New York**

Nocom launches Mobilectrl<sup>TM</sup> at Fall Internet World 2000, October 25 – 27, in New York.

Mobilectrl<sup>TM</sup> is 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. Special versions are available for the Finance, Travel and Transport segments.

"We have had the benefit of working with companies that want to be first with mobile solutions", explains Anders Jonson, Executive Officer and founder of Nocom.

"By focusing on specific segments of the market, we can ensure a rapid international expansion of our platform."

Mobilectrl<sup>TM</sup> was developed in close co-operation with strategic customers in the chosen segments. Nocom's customers and their users have been testing and evaluating the platform for over a year. This has had a great impact on the successful outcome of the project. The aim of Mobilectrl<sup>TM</sup> is to simplify the development of mobile B2B and B2C solutions to selected user groups on companies' intra and extranets.

"With Mobilectrl<sup>TM</sup> and our industry solutions, companies can make sure that relevant information reaches the right customer, regardless of what type of phone, PDA or mobile service provider the customer uses," says Stefan Edholm, CTO at Nocom.

"We have used our experience from early projects to create a secure and efficient tool for companies that want to build strong customer relationships."



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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, UMTS and future WAP versions.

**For more information please contact:**

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**Or visit us at the Fall Internet World 2000, October 25 – 27, in New York:**

Stand 2931, the Swedish Pavilion, 3d Floor

Jacob K. Javits Convention Centre

**More information is also available at:**

[www.nocom.com](http://www.nocom.com)

***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.*