

# appload

Stockholm, March 10, 2003

## **Appload launches enhanced content provisioning solution – ACS 2.0!**

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Appload today introduces ACS 2.0 – a complete content download solution that will greatly enhance the business case of the mobile operator. With ACS operators only need one solution to deliver multiple content types through a variety of channels (WAP, SMS, MMS, WAP push) to the end users. ACS 2.0 is an end-to-end solution for management, verification, provisioning and on demand distribution of mobile content (Java games, logos, pictures, wallpapers, polyphonic ring signals etc) to wireless devices.

“ACS 2.0 gives the operator a great opportunity to “jump start” a content delivery service. Appload offers a flexible core solution for fast integration and market launch” said Appload CEO Fredrik Wångberg. “ACS was the first solution in commercial use in Europe and a long time with direct customer feedback has given us a unique opportunity to improve ACS to become a complete content delivery solution.”

ACS provides secure distributed system and content management interfaces to operators and content providers and an easy to use application browsing and downloading interface to end users. ACS handles all aspects of delivery and billing of rich content to end users’ terminals. ACS also handles end user preferences and matches content to terminal capabilities only to present the user with the right content.

ACS 2.0 includes new and improved key features like:

- WAP Push. Push download links using WAP Push Access Protocol.
- Support for multiple content types.
- Download plug-ins. Component based architecture makes it easy to add new download mechanisms, open for customisation.
- Nokia COD. Support for Nokia’s proprietary content download format.
- OMA DRM 1.0 forward lock. Content copy protection using the Open Mobile Alliance standard “OMA DRM 1.0 forward lock”.
- Premium SMS billing integration.

### **About Appload**

Appload Nordic AB is a Swedish based company founded in 2001. The company focuses on developing state-of-the-art, wireless enabling technology and software for over the air (OTA) downloading of rich content to mobile phones and develops, markets and sells the Appload Content Server (ACS). Appload was one of the very first companies in this arena and ACS was among the first OTA downloading servers in commercial use. The company is owned by the founder team with a minority stake held by Siemens Mobile Acceleration GmbH.

For more information please visit: [www.appload.com](http://www.appload.com)