

# apload

Stockholm, June 2, 2003

## **Appload launches ACS 2.5, with new exciting features!**

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Appload today introduces ACS 2.5 – a complete content download solution now further improved introducing new exciting features like application wrappers. 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 2.5 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. With ACS 2.5 the operator can “jump start” a content delivery service. Appload offers a flexible core solution for fast integration and market launch. ACS handles all aspects of delivery and billing of rich content to end users’ terminals.

### **ACS 2.5 includes new and improved key features like:**

- Application wrappers
- User defined workflow
- Mophun Download
- New Customer Care

### **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.apload.com](http://www.apload.com)