

# appload

## **Try content downloading on CeBIT and CTIA WIRELESS!**

CeBIT: Hannover, March 12-19, 2003.

CTIA WIRELESS, New Orleans LA, March 17-19, 2003.

### **The Appload Content Server (ACS) is on tour with Siemens: ACS will be used by Siemens for demonstrating content downloading at CeBIT and CTIA WIRELESS.**

These two important industry events will give you the opportunity to visit the Siemens ICM booth and see live demonstrations of the many possibilities and the fun about mobile content downloading!

**Appload** is a rapidly growing player in mobile application delivery. It develops and markets the Appload Content Server (ACS) to enable mobile operators and portals to deliver multiple content types (Java applications, polyphonic ringtones, screen savers, wallpapers etc.) to mobile subscribers using several channels (WAP, SMS, MMS; WAP Push). Appload efficiently and securely handles the content flow from content provider upload right down to the end-users' handsets. At the shows in Hannover and New Orleans ACS demonstrations can be found in the Siemens booth:

**CeBIT** - Siemens Information and Communication Mobile (Siemens mobile) is presenting in Hall 26, Stand A.31. In connection with two end-to-end scenarios, Siemens is presenting a series of new mobile data services. You will find content downloading powered by Appload in the scenario "Community & Messaging Zone" that demonstrates how the interests of a community, in this case the fans of a football club, can be served via mobile data services.

**CTIA WIRELESS** – Here you will find ACS in the Siemens booth 1645.

Welcome to enjoy the shows!