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Shinee launches commercial Java Service based on ACS in Thailand.

Mobile content Portal Shinee of Thailand have commercially launched a download service with premium mobile Java (J2ME) based games for the wireless users in Thailand based on the Apload Content Server. Siemens mobile acts as the system integrator by providing an end to end service consisting of the download platform and top-end content.

Mr. Magnus Stomfelt, Director of Business Development at Apload says: "We are very happy that this service has been commercially launched in the very exiting Thai market. ACS enables Shinee to offer on-demand delivery of any mobile content to any mobile terminal to its users. Together with Siemens mobile, Apload can offer an end to end scenario based on the best of breed Apload Content Server (ACS) and on Siemens' worldwide presence and recognized management direction and vision. With this launch ACS is now deployed on four continents."

Mr. Rudolf Klink, Senior Vice President and Head of Siemens mobile Thailand says: "Implementation of the Java download service with Shinee demonstrates again Siemens capabilities as the world's leading system integrator in the field of mobile data solutions. Because we work with best-in-class partners, we are always in a position to deliver state-of-the-art solutions that meet the latest market requirements end-to-end. In order to guarantee an optimal user experience and ease-of-use, all the future Java-enabled Siemens phones are provided with a just-one-click access to this service."

Mr. Sakchai Lertwatechakul, Chief Technology Officer of Shinee.com, the leading provider of value-added services for mobile users, says: "The commercialization of the java download service is a part of the Shinee's continuous wireless service development. Thanks to Siemens' state-of-the art products and contents we are confident to be able to respond to mobile users' needs today and in the future."

Apload 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 mobile content to mobile phones and develops, markets and sells the Apload Content Server (ACS). Apload 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

Shineedotcom Co Ltd is one of the leading mobile content service providers in Thailand with product offerings that focus on mobile software development and mobile content application including ring tone, logo, picture message, screen saver loading, funny SMS and more mobile services. For more information please visit: www.shinee.com

The **Siemens Information and Communication Mobile Group (Siemens mobile)** offers a complete range of mobile solutions including mobile devices, infrastructure and applications. Devices include mobile phones, wireless modules, mobile organizers and cordless phones as well as products for wireless home networks. The infrastructure portfolio includes GSM, GPRS and 3G mobile network technologies from base stations and switching systems to intelligent networks, e.g. for prepaid services. Mobile Applications cover end-to-end solutions for Messaging, Location Based Services or Mobile Payment.