

appload

Appload joins the Open Mobile Alliance (OMA)

February 25, 2003.

Appload is delighted to announce it has joined the Open Mobile Alliance (OMA). OMA is a consortium of nearly 200 of the world's leading mobile operators, device and network suppliers, information technology companies and content providers that have joined forces with the common goals of removing barriers to interoperability and accelerating the development and adoption of new technologies.

“Our participation in the Open Mobile Alliance reflects our philosophy that success in the mobile service market can only be achieved by building on common standards and interoperability” said Magnus Stomfelt, VP Business Development of Appload. “Proprietary solutions will eventually fail, and the wide variety of mobile devices and content types need to be compatible in order to provide a good and efficient user experience” he continues.

Appload has taken a lead in the mobile content provisioning market with its product Appload Content Server (ACS). ACS is a complete solution for management, verification, billing and on-demand delivery of any mobile content such as J2ME midlets, polyphonic ringtones, pictures, screensavers and wallpapers.

About the Open Mobile Alliance (OMA)

OMA delivers open standards for the mobile industry, helping to create interoperable services that work across countries, operators and mobile terminals and are driven by users' needs. To expand the mobile market, companies supporting OMA will work to stimulate the fast and wide adoption of a variety of new, enhanced mobile information, communication and entertainment services. OMA includes all key elements of the wireless value chain, and contributes to the timely and efficient introduction of services and applications. For more information, please visit www.openmobilealliance.org

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 (ASC). 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