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## **Appload launches the *Inspire Suite* of mobile solutions.**

Today Appload announced the launch of the Inspire Solution Suite. With the Inspire Suite, Appload introduces a range of mobile data services, built on the market proven Appload Content Server architecture. Based on re-usable components, uniform user interfaces and common integration points, the services can run individually or in symphony.

Simplicity in all aspects has been the motto when designing these services. It is easy for the end-user to order and use the services, it caters for easy integration in the service provider network, and it is based on an architecture enabling the lowest possible cost of ownership.

The Appload Inspire Suite consists of the following value adding solutions:

**Inspire Content Provisioning** – a market proven solution for management, presentation, purchase and over-the-air download of any mobile content. Handling the provisioning of ringtones, Java games and applications, screen-savers, wallpapers, logos and Microsoft and Symbian applications, it is the ideal solution to offer profitable content downloading services.

**Inspire Information Service** – A new SMS or MMS based channel can be created in minutes and connected to any information source to deliver up to the minute information such as News, Weather, Finance and Sports.

**Inspire Personalised Ringback Tones** – A service offering the opportunity to personalise the tone played while you wait for someone to pick up the phone or if the line is busy. Select for example jokes or popular songs from the chart and anyone calling you will hear your selected tune instead of the traditional beep tone.

**Inspire Photo Gallery** – Utilising the power of camera phones and MMS, service providers can offer new, interactive photo services to their customers. The service allows mobile phone users to create an on-line photo gallery to store, modify and distribute pictures from their camera phones on the Web.

**Inspire Music Dedications** – A market leading solution used to create personalised dedications and greetings for friends and family on that special occasion or just for fun. Choose a song, record a message and decide when to deliver. The service will call the recipient and deliver the dedication at the chosen time.

“By basing all services on the architecture and components of the established and market proven Appload Content Server infrastructure, we have been able to launch this new range of solutions in a very short time”, said Peter Brandström, Director Product Management at Appload, “With this new product suite Appload in an excellent position to help operators and service providers to leverage on the ever growing demand for differentiation”, he added.

**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 content and multimedia based solutions. 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)