

MMS launched in Denmark by Ideation House (1/7/02).

Ideation House, Mobile Identity's key technology partner has launched what is believed to be the world's first independent MMS provider in Denmark. Marketed under the brand name *InAphone*, the new MMS service is available to any Danish subscriber with a capable handset using any mobile operator. InAphone will also launch in Norway and Sweden by the end of the year.

MultiMedia Messaging Service (MMS) allows users to send and receive rich content in the form of messages that incorporate text, images and audio. These messages can be generated from a handset such as Nokia's 7650 – incorporating "InAphone" also incorporates a mobile internet portal, allowing rich content to be delivered to handsets as MMS messages and saved on the handset.

The first MMS content and service providers are Børsen (Danish Daily Business Press), Ekstra Bladet (Danish Daily Newspaper), DMI (Danish weather agency) and Bilka (Retailer). Users can log in to the InAphone mobile Internet site, and request up to the minute multimedia content from these providers which is delivered to their mobile phone. Examples include the latest weather forecast in pictures, or the close of day trading chart from KFX. Alternatively, users can request regular alerts to be sent from their favourite content providers.

"Operators around Europe have been slow in implementing MMS, and no Danish operator has launched an MMS service to date. That makes this an important building block for all of our mobile services clients, and to kickstart the Danish mobile services market," said Andrew Martyn, Consulting Partner at Mobile Identity. "It allows the launch of compelling mobile services combining a greater amount of information and a richer experience for users. It will also place a healthy competitive pricing pressure on operators when they launch their MMS services, benefiting content providers and consumers."

Mobile Identity is working with Ideation House and Nokia to launch a number of significant new mobile services based on MMS in Scandinavia by the end of the year – all of which will be available from the InAphone service.

End user pricing for sending MMS messages will be in the range of 1-3kr per message sent. Prices for receiving MMS messages will vary depending upon the content provider (or whether it originates from another handset).

For more information on Mobile Identity's partners, please visit www.mobile-identity.com