



PRESS RELEASE

General Wireless enables MMS using Microsoft e-Mail clients

Stockholm, February 2, 2005 – General Wireless today announced eMMS, a Multimedia Messaging Service (MMS) solution for standard Microsoft e-Mail clients. eMMS is targeted at mobile operators looking to increase MMS adoption and traffic.

eMMS is a software solution that allows for MMS messaging using standard e-Mail clients Microsoft Outlook and Microsoft Outlook Express. The solution is designed to help mobile operators reach out to millions of e-Mail users, giving them convenient access to MMS messaging, thus driving MMS traffic.

eMMS enables e-Mail users to compose and send MMS messages just as easily as sending regular e-Mail. The user can attach multimedia content in any popular format, regardless of size, and eMMS will convert it to MMS formats supported by the wireless services and devices used. MMS messages sent from the desktop or laptop will be charged on the mobile phone bill. "We are experiencing a growing customer demand for a solution that integrates MMS services with standard e-Mail", said Anders Hardebring, CEO, General Wireless. "eMMS is designed to fill this gap, an easy-to-use and straightforward solution that enables desktop and laptop users to extend their ability to communicate without investing in new technology".

"We firmly believe that adding MMS support to standard e-Mail clients can help mobile operators increase adoption of MMS and drive MMS traffic", said Bengt Nordström, CEO of Northstream, a leading provider of strategic advisory services to the wireless industry.

eMMS is a major enhancement to General Wireless' messaging offering, complementing the successful eSMS Executive solution that provides e-Mail users with SMS messaging. eSMS Executive has been implemented by several major operators, including Vodafone, Orange, TIM and TeliaSonera.

eMMS comprises a carrier-grade server platform and Windows client software. First customer deployment is planned for Q2 2005.

General Wireless will demonstrate its eSMS and eMMS messaging solutions at the 3GSM World Congress 2005 in Cannes, February 14-17, Booth F37, Hall 2.

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About General Wireless

General Wireless provides user-friendly, two-way eSMS and eMMS solutions to mobile operators for corporate and personal use. General Wireless is a partner of Microsoft, Oracle and IBM. The company's customers include Vodafone, Orange, Telecom Italia Mobile and TeliaSonera. Additional information available at: www.generalwireless.com.

Note: This Press release is available in French, German and Spanish as well. Please send an email to: info@generalwireless.com