

PRESS RELEASE

General Wireless unveils new multimedia application - MobiDrop

Stockholm, Sweden, January 28, 2008 – Today, General Wireless announced a new multimedia application MobiDrop that greatly simplifies sending multimedia files from the PC desktop to mobile phones.

The application, compatible with PCs using either Windows XP or Vista, makes it easy to send media content such as video, music, or large documents via an Internet-connected PC to any mobile phone. By using a simple drag-and drop function, the selected file(s) can be moved to the MobiDrop window. The recipient will get an SMS with a link to the media content and can easily download and display the content by selecting the link.

Files can be sent to all mobile phones with data capabilities, including those using other operators and there are no limitations in file formats or file sizes. No additional software is needed in the receiver's mobile phone, as the native web browser and existing downloading capabilities are used. One can easily, for example, download mp3-files directly into one's mobile phone, or send video clips to friends.

"As MobiDrop brings such clear benefits to the end-user, we believe it will prove to be a very valuable application for mobile operators. It will increase their revenues from messaging and mobile data and have a positive effect on customer retention," says Anders Hardebring, CEO at General Wireless.

MobiDrop will be offered through mobile operators and service providers and is expected to be launched to end-users during Q2, 2008.

Read more on: http://www.generalwireless.com/documents/products_mobidrop.htm

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About General Wireless

General Wireless is the leading provider of PC-to-mobile messaging to global telecom operators. The company's customers include Vodafone UK, Telefonica Moviles Espana, Orange, Telecom Italia Mobile, KPN, TeliaSonera, Mobilkom Austria, Tele2, NetCom and 3. For more information, please visit: www.generalwireless.com