



PRESS RELEASE

## **General Wireless launches world's first SMS and MMS PC-plugins for Microsoft Vista and Microsoft Outlook 2007**

**Stockholm, Sweden, May 30, 2007 – General Wireless, the global market leader in PC-to-mobile messaging, today announced that it will be the first company in the world to ship text (SMS) and multimedia (MMS) mobile messaging PC-plugins for Microsoft®Vista® and Microsoft®Outlook®2007.**

General Wireless' PC-plugins, named eSMS and eMMS, makes it easy for anyone with an Internet connection to send text, pictures, sound and video from PCs to mobile phones. The PC-plugins are seamlessly integrated with familiar PC-programs such as Microsoft Outlook, Outlook Express and Microsoft Internet Explorer.

The new eSMS/eMMS plugins are compatible with Outlook 2000, Outlook XP and Outlook 2007. They have been adapted to work with the new security policies in Microsoft®Vista® and Microsoft®Outlook®2007. Customer shipments to operators will start in the last week of June.

General Wireless has developed the concept of PC-to-mobile messaging, a service that can work from all PCs to all mobiles. General Wireless is the market leader in this segment, with an operator customer list including leading operators such as Vodafone UK, Telefónica Móviles España, Orange, Telecom Italia Mobile, KPN, Teliasonera and 3.

With the mobile messaging market in Western Europe alone expected to be worth \$15.4 billion by 2010 (Source: IDC), and Vista and Outlook 2007 expected to gain a significant market share in the coming years, these new eSMS/eMMS-plugins provide opportunities for increased revenues for service providers such as mobile operators, ISP's and Internet portals.

General Wireless will demonstrate its eSMS/eMMS messaging products at the Global Messaging Conference in Monte Carlo June 5-6, Booth 48.

### **Contact:**

General Wireless: Anders Hardebring, Chief Executive Officer  
tel: +46 70 591 06 14, e-mail: anders.hardebring@generalwireless.com

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### **About General Wireless**

General Wireless is a leading provider of multimedia messaging to leading telecom operators. The company's customers include Vodafone UK, Telefonica Moviles Espana, Orange, TIM, KPN, TeliaSonera and 3. For more info, visit [www.generalwireless.com](http://www.generalwireless.com)