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PRESS RELEASE

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Hotsip signs OEM agreement with Ericsson

Hotsip delivers its Presence Server and PC Client products as an integral part of the Ericsson Engine Multimedia offering towards Service Providers and Network Operators in the Wireline segment.

Stockholm, Sweden – June 8, 2004 - Hotsip AB (www.hotsip.com), a global leader in multimedia applications for SIP infrastructure, announced today that it has entered into an original equipment manufacturer (OEM) agreement with the world's leading mobile and fixed infrastructure supplier Ericsson to integrate Hotsip's SIP based Presence Server, the Hotsip® Multimedia Communication Engine (M2CE™) and Hotsip® Active Contacts™ PC client with Ericsson's IMS-based (IP Multimedia Subsystem) softswitch Engine Multimedia.

The M2CE™ will further strengthen the Engine Multimedia offering with new revenue generating opportunities. Engine Multimedia delivers services such as IP Centrex, IP-telephony, video telephony, instant messaging and Presence. These services can be accessed via a variety of terminals like SIP phones, terminal adapters with black phones and SIP softphones, such as the Hotsip® Active Contacts™ PC client.

"During the last six months we have seen a significant increase in interest from Service Providers for Presence and Multimedia services for both broadband and 3G IMS. Ericsson choosing Hotsip as supplier for broadband wireline solution, firmly shows that our SIP and Presence products have the maturity and edge needed to fulfil the needs of Ericsson and its customers." states Kenneth Gustafsson, CEO at Hotsip.

M2CE™ has been designed to meet all the demands of a service provider for a SIP/SIMPLE infrastructure and an application platform. It is based on open standards and is dedicated to meet carriers' needs for high availability and performance, and provides extensive APIs and methods to integrate with an existing legacy infrastructure.

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About Ericsson's Engine Multimedia (EMM)

Engine Multimedia 2.0 (EMM 2.0) is an all-IP SIP based solution with which an operator can offer carrier class broadband IP telephony and IP Centrex services. It also supports multimedia features such as video calling, presence and instant messaging.

There are three main value arguments for EMM. Firstly, an operator can with EMM enter the lucrative enterprise market by offering IP Centrex functionality and thus find new revenues. Secondly, the operator can effectively compete with new operators by offering IP telephony to residential users. Thirdly, EMM is built according the IMS standard, specified by 3GPP, which is the only SIP-based standard for fixed and mobile applications. This allows the solution to be very flexible and scalable. It is also using the same platform as the Ericsson mobile solutions, Instant Talk and weShare, which enables technological synergies, in the form of lower CAPEX and OPEX, between the fixed and mobile applications.

The centralized server architecture of Engine Multimedia will ensure carrier-class QoS and security as well as flexible charging possibilities.



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About Hotsip

Hotsip - the global leader in the development and delivery of multimedia communication applications and infrastructure for large scale SIP enabled networks. Hotsip business idea is to increase value by providing new revenue opportunities for our customer through a rich offering of multimedia communication applications such as IP-telephony, Video Call, Presence, Instant Messaging, and Gaming. The company was founded in 1999 and is located in Stockholm. Hotsip's financial investors include; 3i, Ledstiernan, BellNet Corporation and Argnor Wireless Ventures. www.hotsip.com

About Ericsson: <http://www.ericsson.com>