

Ericsson selected as strategic partner by MINDS International

Ericsson's Internet Payment eXchange (IPX) content billing solution has led to the company being chosen as a major strategic partner by MINDS International, an alliance of five European news agencies. MINDS International has chosen Ericsson's IPX to support the launch of a new generation of information services for mobile communication.

MINDS International is the successor to the MINDS project (Mobile Information and News Data Services for 3G). Funded by the European Commission, the project performed research and development of new and innovative mobile media services during the past 18 months and introduced simplified and standardized publisher and network-operator relations.

Ericsson's IPX solution will enable publishers to launch innovative mobile media services, such as picture news, alert messages for classified ads, competitions and voting. The services will be initially launched in the Netherlands and Scandinavia.

By connecting Ericsson's IPX to MINDS common platform, publishers will be able to buy complete content infrastructure and easily charge consumers for content or services.

Meinolf Ellers, Managing Director of dpa-infocom and coordinator of the MINDS project, says news agencies are no longer only content providers, but becoming partners in more complex mobile services with a proactive approach. "Ericsson's global presence and reliability as a partner were the key factors in our decision to select Ericsson IPX for this strategic move," he says.

Hans Vestberg, Ericsson Executive Vice President and head of Global Services, says Ericsson is proud to be a part of the creation of new-generation media services. "Ericsson's solutions simplify business models and are cost-efficient, leveraging business and generating new revenue streams," he says.

Ericsson IPX is available to more than 440 million mobile subscribers in 16 countries, with new markets being added monthly. Ericsson IPX is a non-branded, white-label service that comprises billing and mobile connectivity via SMS, MMS and WAP.

Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.

Read more at <http://www.ericsson.com>

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About MINDS International

MINDS International is an alliance of dpa-infocom, a subdivision of Deutschen Presse-Agentur and the national news agencies of Austria (APA), the Netherlands (ANP), Switzerland (sda-ats) and Hungary (MTI). MINDS International is dedicated to enhancing the exchange of innovative information service concepts and content applications. MINDS International is intended to serve as a framework of national European news agencies for the development and promotion of mobile media services.

MINDS International is a successor to the MINDS project (Mobile Information and News Data Services for 3G; www.minds-project.net). The news agencies, together with four technical partners, founded a consortium to create a new generation of information services for mobile communication. MINDS presented information services for mobile phones and defined technical and commercial standards. MINDS was funded by the European Commission through its eContent program.