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## **3 Denmark and Sweden: Mobile games services now powered by SYNAPSY**

**Denmark/ Sweden/ Germany - October 8, 2009: Germany based SYNAPSY Mobile Networks announced today that mobile operators 3 Denmark and Sweden have launched their wholly new 3 branded mobile games services backed by SYNAPSY.**

SYNAPSY delivers its proven full package including content sourcing/ aggregation, hosting, development and management of discovery channels in the mobile portals of both operators.

"Our new games service takes us to the next level. More great games from more great content partners combined with a smartly designed user interface" said Viktor Jungsand, head of games at 3 Sweden. "And this is just the beginning - additional innovative services are in the pipeline and will be launched very soon" added Kåre Carlsen, Content Manager of 3 Denmark's mobile portal.

André Freier, Managing Partner of SYNAPSY said: "We are very pleased that we have been selected by the innovative and demanding operators 3 Denmark and Sweden after having successfully relaunched 3 Austria's games service. In Denmark and Sweden we even top earlier setups by utilizing our brand-new portal rendering engine SYREEN that automatically recognizes and adapts the portals for thousands of mobile devices in order to provide the best user experience for a maximum number of handsets."

### **About 3**

The 3-group is the leading global player in the 3G arena, holding licences in 10 markets with total population coverage of approximately 175 million. In Sweden and Denmark, 3 is a joint venture between Hutchison-Whampoa Limited (60%) and Investor AB (40%). 3 Scandinavia also holds a license to operate a 3G network in Norway. For more information, please go to [www.tre.se](http://www.tre.se) and [www.3.dk](http://www.3.dk)

### **About SYNAPSY Mobile Networks**

Founded in 2001, the German company SYNAPSY is a leading provider of end to end solutions for building up and operating highly flexible carrier grade mobile content management & delivery solutions.

One of SYNAPSY's main goals always was and still is to automate processes as much as possible whilst offering extensive but streamlined services, solutions and easy to use interfaces for all parties in the value chain ? as a result partners can expect highly automated content ingestion processes,

extensive administration, monitoring and reporting interfaces or stunning storefronts in Web, WAP and On-Device (ODP).

Having long-term server-side development & processing experience for Mobile Operators like 3, Orange or Vodafone as well as cutting-edge client-side application developments like the JavaME Wrapper Engine JarJacket developed in-house, SYNAPSY can ensure to provide fully managed services that incorporate stable & performant server-side solutions with innovative client side applications available for a wide variety of mobile devices.

Almost all international well-known mobile game developers and providers are familiar with SYNAPSY's submission interfaces ? this makes SYNAPSY to an ideal partner for launching new services with a short time-to-market target.

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