

Seven Launch BT's Bluephone
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LONDON -- Alcatel (Paris: CGEP.PA and NYSE: ALA) today announced that the seven-company consortium, of which it is head and prime contractor, has been selected to launch BT's groundbreaking Project Bluephone. Alcatel, Ericsson, Motorola, Norwood Systems, IVT, Inventel and MBT will work closely with BT to launch commercially, what will be, Europe's first fully converged fixed-mobile communication service.

As Prime Contractor to the consortium, Alcatel will be drawing on its global system integrator expertise to act as project manager and to unite all seven companies behind a smooth roll out and implementation. Alcatel will also provide the IP security and encryption system between access points and public network. Ericsson will provide access bridge and access point technology that will deliver the unlicensed mobile access (UMA) solution; Inventel and IVT will contribute residential and enterprise access portals; MBT will be the provider of OSS and BSS development and integration. Motorola will be configuring the enterprise section of Project Bluephone as well as providing handsets and future WiFi capability where as enterprise mobility solutions will come from Norwood Systems.

Project Bluephone will dramatically transform communication for the consumer. commented Alcatel's Alan Mottram on behalf of the consortium Today users are often presented with a fragmented network-centric product based around the delivery architecture it is presented on. In a user centric world as depicted by Project Bluephone, users can enjoy a single telephone number and handset to make and receive calls wherever they are. The customer will be able to use one device and pay with a single bill. Alan Mottram, who is President of Alcatel's Fixed Solution Activities added Under Project Bluephone, BT, and its consortium of partners, will give the customer the best connection and the same personalised services irrespective of where they are at home, in the office, or on the move.

BT's Project Bluephone is the first stage of the company's fixed-mobile convergence aspirations. The Project Bluephone consortium have been working closely with BT to develop the technology and are totally committed to the programme delivery.

Johan Bergendahl, Vice President, Marketing, at Ericsson summarised the consortium's view Each of the member companies is convinced that the customer experience of fixed and mobile service using only one device will generate new revenue streams and excite a whole host of different market sectors across both consumer and enterprise. He went on to say It is also clear that Project Bluephone gives BT's customers the seamless services that today's always connected lifestyle demands and as such will drive the communication standard for the future.

Successful trials have taken place with over 50 users over the last few months and the next wave of beta trials involving 2,000 users is already underway.

Motorola will be providing configuration and support for the enterprise section of Project Bluephone. Commenting on the project, Margaret Rice Jones, Corporate Vice President and General Manager of Motorola's infrastructure business said The announcement today marks a crucial step forward in making seamless mobility a reality in Europe and in changing the way that people communicate both at work and in their personal lives.

Project Bluephone will be brought to market by the end of the summer and will see full scale launch before the end of 2004. The service will be technology agnostic and in time, will work across other standards including WiFi.

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