

Press Release

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China Mobile Group Beijing Ltd. selects Nokia Siemens Networks to improve its user experience

Usability Consulting Service helps operators deliver outstanding customer-centric solutions

Nokia Siemens Networks has been selected by China Mobile Group Beijing Ltd. (CMBJ) to provide its Usability Consulting Service, focusing on the company's color ring back tone service and web portal user experience. The optimization project has resulted in monthly revenue of some functions increased by 2 - 4 times, while subscriber activity levels and customer satisfaction have also dramatically improved.

With the rapid rate of change in mobile communications technology, services are no longer limited to voice communication, but have evolved from standardization to customization and personalization and as a result enhanced user experience has become a critical factor for achieving success in competitive markets. An enhanced user experience helps customers to better enjoy the convenience, efficiency and entertainment offered by mobile services.

Having recognized the importance of user experience, CMBJ has enlisted the support of Nokia Siemens Networks, and its experience in the product usability area, to develop and optimize its color ring back tone service and web portal user experience. Together the two parties have applied usability study methodology into the design and development of value-added mobile products. Through the implementation of its color ring back tone website optimization project, CMBJ has built a deeper understanding of its subscribers' preferences and demands, and optimized its website operation procedure and user interface to meet their expectations and improve their experience.

Color ring back tone service refers to customized music or greeting instead of traditional sound someone hears when he calls a mobile phone. Since its launch in 2003, the color ring back tone service provided by CMBJ has been very popular among subscribers, who use its website as the key channel for obtaining services. Following the optimization project the monthly revenue derived from some services has increased by 2-4 times while subscriber activity levels and customer satisfaction also dramatically improved.

Says Zhao Peng, Deputy General Manager of CMBJ's Data Service Center: "Mobile service user experience, while being a relatively new concept for the China market is critical in bringing user friendly experience and improving operators' service quality. We have introduced user experience into product design and optimization and will provide more user-friendly products and services."

Yuan Wei, Head of Consulting Systems & Integration at Nokia Siemens Networks, Greater China region adds: "Our Usability Solution draws upon Nokia's long leadership in usability, laying a solid foundation of user experience for operators to expand value-added services. As the leading transformation solutions partner, Nokia Siemens Networks helps operators to achieve better performance in an increasingly competitive market through our acute insight into end users, end-to-end solutions, and a customer-focused approach."

About China Mobile Group Beijing Ltd.

China Mobile Group Beijing Ltd. (CMBJ), founded in December 18, 2000, is a key member of China Mobile Group. CMBJ's core business focuses on voice, data, multimedia, IP telephony and Internet access services. As the only operator in Beijing focusing on mobile communications, CMBJ boasts a world-leading mobile network and information service capability, as well as more than 10 million subscribers. By October 31, 2007, CMBJ has provided GSM roaming services to over 332 operators in 229 countries and regions.

About Nokia Siemens Networks

Nokia Siemens Networks is a leading global enabler of communications services. The company provides a complete, well-balanced product portfolio of mobile and fixed network infrastructure solutions and addresses the growing demand for services with 20,000 service professionals worldwide. Nokia Siemens Networks is one of the largest telecommunications infrastructure companies with operations in 150 countries. The company is headquartered in Espoo, Finland.

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