

Press release



For immediate release

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Cybercom turns cars into entertainment machines

Cybercom will demonstrate how cars will provide consumer services that are currently available via your mobile phone, computer, and TV at Mobile World Congress, a mobile trade show in Barcelona that starts on Monday.

Cars will soon be able to download traffic information and news, stream music via Spotify, manage SMS messages and RSS feeds via voice commands, and even connect to the traffic cams along their route.

"Right now we're working on a promising system with several leading automotive manufacturers – a product that has the potential to transform a car into a mobile platform," says Ingmar Bengtsson, technical manager at Cybercom Sweden West.

When the next generation of cars is launched in a few years, car buyers will be able to use the new technologies to create their own personal infotainment systems via an app store on their home computers. And the auto manufacturer can directly contact the car owner to continually offer new services to be developed by Cybercom and its partners.

Cybercom's infotainment concept also opens doors for mobile companies.

"This paves the way for new business opportunities and exciting applications as a result of combining the amazing innovation power in the mobile industry with vehicle information and technology," says Bengtsson.

The push also means that Cybercom needs new employees.

"We're in desperate need of more staff," says Magnus Andersson, managing director of Cybercom West. "Enquiries are pouring in from large customers that recognize that new technologies could revolutionize the automotive industry."

Ingmar Bengtsson will be at Mobile World Congress in Barcelona to provide more information. Patrik Boman, Cybercom's president and CEO, will also share his perspective on the potential for the Cybercom Group of the infotainment concept currently in development for the automotive sector.

Find out more, contact:

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About Cybercom

The Cybercom Group is a high-tech consultancy that offers global sourcing for end-to-end solutions. The Group established itself as a world-class supplier in these segments: security, portal solutions, mobile services, and embedded systems. Thanks to its extensive industry and operations experience, Cybercom offers strategic and technological expertise to these markets: telecom, industry, media, public sector, retail, and banking and financial services. The Group employs about 1,800 persons and runs projects worldwide. Cybercom has 28 offices in 11 countries. Since 1999, Cybercom's share has been quoted on the NASDAQ OMX Nordic Exchange. The company was launched in 1995. Find out more at: www.cybercom.com.