

## Press Release

Espoo, Finland / Kuala Lumpur, Malaysia – May 31, 2007

### **Nokia Siemens Networks to supply interactive mobile game for Maxis in Malaysia**

**The Malaysian mobile operator Maxis has commissioned Nokia Siemens Networks to integrate, deliver and host the interactive mobile game "Master of Maya". The game, which will be launched by Maxis in the end of May 2007, is designed to let players use their mobile phones to compete online against each other over Maxis' mobile network.**

Nokia Siemens Networks delivers an end-to-end solution, from programming and systems integration, to managing the day-to-day operation of the game over the network. By selecting Nokia Siemens Networks' offering, Maxis is able to rapidly and cost-effectively roll-out this new gaming application to its customers, while focusing on marketing, sales and customer satisfaction.

Nokia Siemens Networks' mobile gaming application addresses a dynamic growth market. According to Juniper Research, global mobile gaming revenues in 2007 are estimated to be more than \$3 billion, and predicted to grow to \$17.6 billion in 2011. According to analysts, the global market for mobile games will be dominated by the European and Asian regions: Asia Pacific is forecast to contribute 37% of global mobile entertainment revenues and Europe 35%.

"We are very excited working with Maxis on this first commercial deployment of 'Master of Maya'," said Joe Doering, Head of the Asia South region at Nokia Siemens Networks. "The ability to rapidly deploy new and innovative services means that Maxis can positively surprise their customers, saves a considerable amount of time and money on investment and integration, and focus on delivering the highest quality mobile experience to its customers."

"Master of Maya" was jointly developed by Nokia Siemens Networks and UFA / FremantleMedia, and will be actively advertised by Maxis in the end of May 2007. "Master of Maya" is the world's first trading card game for mobile phones in which the gaming experience is expanded by downloading additional cards over Maxis' mobile network and then directly introduced into the game. Costs for acquiring new playing cards are charged by mobile billing, however data transfer for online gaming time is otherwise free for Maxis clients. To promote networking with other players, card-trading or online strategy discussions, an extensive community website is available which has been developed by Nokia Siemens Networks and will be also supported and operated by the company.

In the game, players enter the world of the Mayas and take on the role of a ruler who gains power and experience through adventures with other rulers. His team consists of various types of characters. Using downloadable playing cards, players can change characters and their strategy. The multiplayer game can be varied constantly by adding any of hundreds of available cards. In order to play "Master of Maya", players need only a Java-capable GPRS or UMTS mobile phone with enough memory space. After downloading the gaming client from the Maxis WAP portal, players register and can then immediately enter the game online against other players. Nokia Siemens Networks offers "Master of Maya" as a managed

services hosted solution based upon the multiplayer gaming platform developed by its partner Exit Games.

Additional information is available at [www.masterofmaya.com](http://www.masterofmaya.com)

### **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. The combined pro-forma net sales of €17.1 billion in fiscal year 2006 make Nokia Siemens Networks one of the largest telecommunications infrastructure companies. Nokia Siemens Networks has operations in some 150 countries and is headquartered in Espoo, Finland. It combines Nokia's Networks Business Group and the carrier related businesses of Siemens Communications.

[www.nokiasiemensnetworks.com](http://www.nokiasiemensnetworks.com)

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