

20 November 2008

By: Filip Truta, Apple News Editor

**TELIA**Telia Sweden logo  
Telia Sweden website

## [Apple Approves iPhone MMS in Sweden](#)

*Users worldwide are still holding their breath*

It has been revealed that Sweden residents will be the first to benefit from a Multimedia Messaging Service (also known as MMS) for [iPhone](#). Meanwhile, developer [Mobispine](#) already has a native MMS app for iPhone users. The only gap left to fill is, of course, a spot in the [App Store](#).

According to Bengt Olsson, Corporate Communications for Telia Sonera's content, the company will provide multimedia functionality for the iPhone within two months, a Macworld Sweden report [says](#). "This will be launching a program that facilitates logging on the wireless network (WLAN)," goes a rough translation of the piece. Olsson is cited as calling Apple's handset "a great success" for the carrier, which "is now working feverishly to reach out to more customers," the report reads.

"We have had a greater consumer focus and [Telia] is now set even [to] try to satisfy the great interest from the corporate side," Bengt Olsson told the publication.

As most iPhone users should know, Apple has never been very fond of MMS. It's either that, or the company simply has other priorities with the device. Whatever the case, the great majority of iPhone users worldwide want MMS. This has prompted developer Mobispine to create what it calls "[the first native MMS app for iPhone.](#)"

"Mobispine continues its strong track record of innovation, and is proud to unveil the first true MMS service for iPhones. We are confident that global operators will find Mobispine's MMS service for iPhone easy-to-use and profitable," said Dusyant Patel, CEO, Mobispine. "This new offering will help operators generate revenue, and differentiate their offerings in a highly competitive market."

From what we gather, Mobispine has mobile operators sold on its application, leaving Apple the only obstacle between iPhone users and MMS. Softpedia is still waiting for confirmation on the app's presence in the App Store. What could be considered good news is that Mobispine [already has an application in the App Store](#), which means Apple has said YES to this developer at least once.

via AppleInsider