



Mobile Marketing Magazine

The online magazine
dedicated to mobile marketing

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What's your Mobile Strategy?

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MWC Day Two: News Round-up

It's been another manic day at Mobile World Congress. Here, once again, are the condensed highlights...

T-Mobile has selected Yahoo! as its exclusive search partner. The deal will bring Yahoo!'s mobile services to millions of consumers in T-Mobile's European footprint, starting from the end of March. The two companies also plan to work together to bring additional Yahoo! services including Flickr, Yahoo! Messenger, Yahoo! Mail, Yahoo! Weather and Yahoo! Finance to T-Mobile customers.

mBlox has announced the launch of its global mBlox WAP Billing platform. The platform is powered by Valista's carrier-grade billing system ValistaPlus Payments, a robust and flexible architecture that's designed to support the global roll-out of mBlox's WAP Billing service. With a uniform global interface, content and service providers can quickly and simply scale their services as mBlox rolls out WAP services in other territories, the company says. mBlox WAP Billing will launch initially in the UK where it is accredited under the cross-operator Payforit scheme. As demand for paid-for services and content on mobile grows, Payforit provides a consistent, user-friendly payment experience and delivers a trust-worthy environment for making one-off payments or establishing subscription services via mobile. The mBlox Payforit UK deployment will bring enhanced billing benefits to content and service providers including MSISDN Aliasing for identifying and tracking repeat visitors and cross-carrier Adult Verification for reliable consumer protection. Services compliant with the February 2008 update of Payforit scheme rules will be available in March 2008.

MMCast, which provides solutions for the integration of content and advertising, has announced its global launch at MWC. The company's technology enables mobile carriers and content providers to generate additional revenue from the content download and buffering period, allowing ads to play while content downloads, resulting in neither delay nor inconvenience for the user. By combining the ads with the content as it downloads to the handset, advertisers are able to send their commercials to the users they specifically want to reach - defined by the users profile and location. Meanwhile, the consumer can obtain precisely the content that they want. MMCast's platform also allows for real-time reporting, providing mobile carriers, content providers and advertisers with a full audit report.

Clip in Touch, which develops personalised content solutions for web and mobile messaging, revealed that it had finalised a partnership with Norwegian content provider M-Quest that will offer users in Europe "innovative solutions that address the increasing demand for truly personalised, rich, creative mobile and web messaging, for the first time". Clip in Touch solutions are already commercially available to users in Israel through the company's partners msn Israel and Pelephone. Following the success that Clip in Touch has had in Israel, the deal with M-Quest now launches the solutions in Europe. Clip in Touch solutions allow mobile phone and web users to create individualized video messages with a personal touch. Users can mix video, music, text and images to create a professional look, producing videos that they can send to their friends and contacts over the web or cellular network, or both.

Dotmobi has unveiled its DeviceAtlas device database, describing it as "the definitive source of mobile handset information for mobile content developers". DeviceAtlas allows information about mobile devices to be shared with the global development community and to be updated online. This approach, says Dotmobi, simplifies the development process, and enables developers to create the very best experience for users, based on comprehensive and reliable intelligence. Data from the DeviceAtlas can be accessed at no cost via a web-based graphical user interface (GUI) or for a modest annual fee, via an application programming interface (API) which accesses a local copy of the database.

Mobile email and synch software company Synchronica announced the release of Mobile Gateway 3.5, with new back-end support for Microsoft Exchange 2007 and Sun Java Communications Suite 5. The new product incorporates a billing API (Application Programming Interface) to facilitate both prepaid billing, predominantly used in the consumer sector, and post-paid billing favoured by corporate accounts. Mobile Gateway 3.5 further features a new mobile registration interface that allows consumers to sign up easily and quickly from their phone by using WAP, activating the service directly from the device without requiring access to a PC. By adding support for Microsoft Exchange 2007 and Sun Communications Suite 5, Synchronica says that Mobile Gateway 3.5 enables operators to provide a carrier-grade mobile email and PIM synchronization service to the majority of users working in businesses, without forcing them to use a specific device. This makes the use of a single device for both business and private email a reality, removing the headache of carrying multiple devices for executives on the move.

Another mobile email specialist, Emoze, launched free software that enables everyone with a personal email account from their Internet service provider to have emails pushed to their mobile phone or PDA. Customers can download the application for free from the Emoze [website](#). emoze's free push email service is also available for Gmail, and other services. For Nokia Nseries users, emoze is conveniently located in the Download! folder. Simple to download and easy to install, a user enters their regular email address and the system recognises the ISP by the domain name used and synchronises automatically. Users do not need to activate the service each time or make an outbound request to reconcile with the email servers. The emoze POP3 solution sends messages to consumers and business users in real-time.

And finally, Cisco has announced a new initiative to help technology professionals at mobile service providers advance their careers by developing Internet Protocol (IP) networking skills. The program, created in conjunction with the GSM Association (GSMA), aims to help engineers use the power of Internet technologies to deploy new IP-based services that allow customers to collaborate anywhere, anytime. The first course is specifically designed to help professionals at mobile service providers learn the principles of IP networking and methods of integrating Internet data services into the mobile environment. Cisco is developing the course in collaboration with the GSMA's Inter-Working Roaming Expert Group (IREG), and mobile service providers. Following the testing phase, Cisco will communicate program delivery information to service providers globally.

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