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Mobile Marketing and Content Industry News

Technology

LiveScreen Dynamic Wallpapers

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A new mobile streaming technology can turn your handset screen into a continuously updating billboard for location-based or time-specific messages.

Israeli company Celltick Technologies has announced major enhancements to LiveScreen, which allows compatible handsets to receive free rich-media interactive-broadcast messages directly to the screen.

Based on Celltick's Interactive Broadcast technology, LiveScreen allows operators to feed their subscribers' idle handset screens with a continuous flow of rich content, including pictures, colors, backgrounds and animations, packaged in the operator's branding if required. Users can click through to retrieve content such as icon, ringtones or games by clicking anytime on the broadcast 'ads'.

Subscribers don't have to remember or type complex SMS message parameters, phone numbers, MMS server addresses or WAP URLs. Broadcast messages disappear as soon as a phone call or an SMS message comes in, and reappear when the mobile phone is idle again.

LiveScreen allows 3G abilities on current 2G and 2.5G networks.

"The new version of LiveScreen is major step forward in Celltick's mission to make all mobile handset screens live and interactive," said Celltick CEO Yossi Wellington. "It is a real break-through in the continued evolution of interactive broadcast technology. Subscribers can now enjoy even more interesting live content on their handsets screens, while mobile operators can attain higher customer satisfaction and data revenues than ever before."

LiveScreen is currently in trials with mobile operators in China, India and Sri Lanka.

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