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**Vimpelcom delivers live content to idle mobile screens**

20/04/2005 [by Leigh Phillips](#)

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Vimpelcom yesterday launched its 'Chameleon' service, which broadcasts live content directly to subscribers' idle mobile phone screens.

The service is powered by UK mobile solutions provider Celltick's Livescreen technology.

With the service, Vimpelcom users can now access streams of free news headlines, sport reports, weather updates, music stories, gossip and games directly on their idle screens.

Similar to a screen saver, the messages appear silently only when the phone is not in use, and let users access a variety of data services with a one-click reaction. Using Celltick's Interactive Broadcast technology, the service is able to communicate with millions of subscribers in real time.

In the first stage, Chameleon will be available to 2m users, and the operator plans to expand it to around 10 million users by the end of the year.

The service will be deployed across all the network's 88 regions – from Kaliningrad in the west to Khabarovsk in the Far East.

Vimpelcom has created a country-wide team to run the broadcast operation, effectively working like a TV editorial team. They will broadcast programmes based on Vimpelcom's current content sources as well as new providers such as MTV Gossip, Sony Music Trivia, Cosmopolitan and Playboy.

The service targets all types of audiences, and is able to broadcast both to the entire subscriber base and to specific segments and specific locations.

A trial of the service in the summer of 2004 achieved dramatic results. 2,000 users received broadcasts for a few weeks; 40 per cent of them clicked on to access value added services, each adding an average of 15 per cent to their monthly spending.

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**About**

**Leigh Phillips**

Leigh Phillips, DMeurope.com editor-in-chief, is a technology journalist whose work has appeared in a number of print and online publications in Canada, Europe and the United States.



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