

Ads by Google

GETTING AWAY for PASSOVER 2005?

ARMDI RUSHES SUPPLIES & AID TO ASIA

Ancient Ties Inc.

Lake Baikal, Kamchatka, Russia **BEST TRAV**

Quick find Help >>

www.fates.com

Sector

All

Topic

Russian Hotels - Online

Budget and Luxury

Russian Hotels

Read reviews and Book Online

www.AllRussianHotels.co

Search in:

Tuesday April 26, 2005

Israel 17:07 New

HomePage

Celltick wins \$30m contract

Celltick Software Technologies will supply Russian wireless operator VimpelCom with live cellular broadcasting.

Ofer Levi 20 Apr 05 16:26

Israel start-up Celltick Software Technologies, which provides interactive broadcasts for wireless operators, has signed a \$30 million contract with Russian wireless operator VimpelCom (NYSE: VIP). Under the contract, Celltick will provide VimpelCom with its Chameleon service, based on Celltick's LiveScreen technology. Chameleon broadcasts real-time video directly to cellular telephone screens.

Celltick said that VimpelCom had 28 million subscribers, and that the new service, launched this week, would reach two million subscribers, and ten million users by the end of the year. A software licensing agreement of this type is expected to produce a profit of over 50% for Celltick, i.e. at least \$15 million. Celltick has already received \$10 million from VimpelCom.

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

VimpelCom expects Chameleon to boost its data revenue while increasing subscribers' loyalty and enhancing its brand perception. A trial of the service in the summer of 2004 achieved dramatic results. 2,000 users received broadcasts for a few weeks; 40% of them clicked on to access value added services, each adding an average of 15% to their monthly spending.

VimpelCom operates under the Bee Line GSM brand in Russia and K-mobile and EXCESS brands in Kazakhstan. VimpelCom's network covers approximately 94% of Russia's population (136 million people), including the Moscow Region and the City of St. Petersburg, as well as the entire territory of Kazakhstan. VimpelCom was the first Russian company to list on the New York Stock Exchange.

Published by Globes [online] - www.globes.co.il - on April 20, 2005

Next article: [M-Systems' first quarter revenue ahead of estimates at \\$95.9m](#)

Save article Send to a friend Print article

Readers respond

Tell us what you think! >>

618,000 Israeli Children HEL Meals4

Related articles

- [Interactive broa solutions co Ce \\$11m](#)
- [Partner launche broadcasts bas technology](#)
- [China Unicom p interactive b-ca](#)

Analysis

Hadass G [Good ne Alvarion](#) 20.04.05 Intel's WiMAX chip Alvarion's future lo

Advanced search >>

How to Bill Your

Customer Billing/CRM Made Easy Pay as you Grow Get Demo

Now Features www.ariasystems.com

Market prices Technology guide Real estate

Russian Travel Services

Israel in Depth feeds Tours, Visas, Discount Hotels Moscow, St. Pete, Siberia, Baikal www.expatriate.ru players. The numbers.

How to use the Web in building your business

Israel High Tech & Investment Report News and investment opportunities.

Law for entrepreneurs