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## Celltick scores major contract with Russia's mobile giant

By Zuri Dar

Celltick Technologies has signed a large contract with VimpelCom, Russia's biggest cellular carrier. Celltick, founded in 2000, specializes in idle-screen applications and interactive mobile broadcast technologies.

VimpelCom launched its 'Chameleon' service yesterday, powered by Celltick's LiveScreen technology, which broadcasts live content directly to the phone screens of millions of subscribers.

Two million of VimpelCom's 28 million subscribers can now receive streams of free reports, including news headlines, sport updates, weather coverage, gossip and games directly to their screens. By year-end the service should reach 10 million users.

Just like a screen saver, the messages appear silently, only when the cell phone is not in use. Customers can access a variety of data service with a one-click. In a pilot program during the summer of 2004, 40 percent of users clicked to get more information, increasing their monthly expenditure on cellular by about 15 percent.

Sources near the deal say VimpelCom should be paying about \$30 million over five years. It is paying \$10 million up front.

Celltick raised \$11 million in a third round of financing last month. New investor Amadeus Capital Partners led the round, while Jerusalem Venture Partners made a substantial further investment.

The company has 60 employees. Headquartered in London, Celltick keeps its R&D in Israel, and also has offices in Beijing, Mumbai and Moscow.

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