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Apr. 21, 2005 6:34

### Celltick gets \$30m. in Russian deal

By [YIGAL GRAYEFF](#)



Herzliya-based Celltick Technologies has signed a deal worth \$30 million over two to three years to provide its LiveScreen technology for cellphones to Russian mobile telecommunications operator VimpelCom.

VimpelCom uses Celltick's technology for its Chameleon service, which was launched on Tuesday and which broadcasts live content directly to the "idle" phone screens of millions of subscribers.

When the phone is not in use, subscribers silently receive free news headlines, sport reports, weather updates and games.

Celltick chief executive Yossi Wellingstein said Wednesday in a telephone interview that this was the company's biggest deal ever and that it had others in the pipeline, although he declined to provide further details.

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The company also plans to carry out an initial public offering within two years, although "we are not working on this at the moment," he said, adding that the company doesn't know on which exchange it would list.

In addition, Celltick was planning to expand through acquisitions and had its eye on two companies in Europe, said Wellingstein, but he declined to elaborate, saying that "it is way too early to talk."

Celltick, which was founded in 2000, had revenue of more than \$10m. in 2004.

Although its headquarters are in London, 50 of its 60 employees are based in Israel.

VimpleCom operates its mobile service in Russia under the brand name Bee Line GSM and has 28 million subscribers, a figure that is expected to grow to 40 million by the end of 2005.

Chameleon will be available to some 2 million users in its first stage and the operator plans to expand it to more than 10 million users by the end of the year.

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