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## Celltick Technologies signs \$30m Deal with Russia's VimpelCom

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I've been following Israeli-based Celltick for 5 years now, but they seem to have hit the big time with a deal with Russia's largest mobile operator, VimpelCom. Rumour has it that VimpelCom will be paying \$30 million over 5 years for the Chameleon service.



Celltick makes the technology that broadcasts live content to users' phones when the phone is not in use - like a screen saver. They can chose the type of free information to get, including news, gossip, sport and games.

The point of this altruism is that 40% of users (employing a one click navigation system) go on to click for more information, dramatically increasing usage - with data revenues increasing by a claimed 15% across the board. This is big bucks to any operator.

They are also the only software developer that I've ever seen, wishing to partner with operators, who haven't mentioned ARPU on the home page of their website. Congratulations, chaps!

Where have we seen this push technology before, coupled with mega-investment (they've recently raised another \$11 million in a third round), forecasts of huge revenues and claims of changing the world? Look no further than the web based PointCast.

PointCast also pushed information, but to PC screens, and was much lauded and courted from 1996 to 1999. At one point, Murdoch's NewsCorp offered \$450 million, which they unwisely let escape, before eventually crashing out of the ring.

Other than the hype, are there similarities? While it's clearly much more complex, PointCast fell down arguably on technology - it was slow and hogged bandwidth. It's main business model was also from advertising.

Celltick's technology will work on the basis of increasing operator data revenues, which seems a far smarter play. And it seems as if they can now prove that it does increase revenues, which explains why they can close big deals.

So, I'd say that this is no PointCast, but clever technology with a cleverer business model. Watch this space.

Story [Haaretz](#).

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