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Image by MosNews.com

Celltick Technologies Signs \$30M Contract With Russia's VimpelCom

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MosNews

Hi-tech firm Celltick Technologies has signed a large contract rumored to be worth \$30 million, with [VimpelCom](#), Russia's second-largest mobile operator, Israeli *Haaretz* reported on Thursday, April 21. Celltick, founded in 2000, specializes in idle-screen applications and interactive mobile broadcast technologies.

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DJ RusIndex	1,615.81	+0.77%
S&P/RUX Index	175.94	+0.63%
RUR/USD	27.73	+0.08%
RUR/EURO	36.19	-0.25%
Oil Brent	53.26	+1.78%

Oil Urals	49.87	+2.89%
Nickel	16395.00	+0.43%
Gold	434.06	+0.38%
Platinum	877.50	+0.37%
Palladium	201.50	+0.50%

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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 single 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 Technologies has 60 employees. Headquartered in London, Celltick keeps its research and development in Israel, and also has offices in Beijing, Mumbai and Moscow.



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