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VimeplCom launches interactive broadcast

Telecoms.com News

19 April 2005

James Middleton, james.middleton@informa.com

Russian operator VimpelCom announced today that has launched an interactive mobile broadcast offering from Celltick. The Chameleon service broadcasts live content directly to the phone screens of subscribers, when the handset is not in use, letting users access a variety of free news headlines, sport reports, weather updates, music stories, gossip and games with one-click.

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

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Today's News:

- ▶ Ericsson and 3 Italy formalize US\$2.1 bil. network management deal
- ▶ Telstra mobile revenues up 7.6% at end-March
- ▶ Intel takes wraps off WiMAX offering
- ▶ Iusacell begins EV-DO rollout
- ▶ MTS subs reach 38.69 mil. end-March
- ▶ Sprint to offer Fox News on mobile TV
- ▶ RIM and Microsoft working towards enterprise IM on BlackBerry
- ▶ Telenor wins legal scuffle against Alfa
- ▶ Pakcom reaches US\$291 mil. license agreement
- ▶ Lucent wireless revenues increase 24%
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