



July 25 2005

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## Russian Mobile Operator VimpelCom celebrates outstanding success of Chameleon

**June 24 2005**

Celltick Technologies, the global leader in idle-screen applications and interactive mobile broadcast, has a lot to discuss at two major telecom shows taking place in Moscow this week. The company can be found at booth number 17 at the GSM Russia and CIS event which is taking place at the Radisson Hotel and at the Mobile Content 2005 show at the Renaissance Hotel.

In addition, on 23rd June at the Mobile Content 2005 show, Guy Weiss, Celltick's vice president for sales in Europe, will be discussing the success of VimpelCom's Chameleon service, which is powered by Celltick's LiveScreen technology.

Chameleon is already available to more than two million VimpelCom customers in Russia. Since its launch in April 2005 more than seven million data transactions have taken place.

Chameleon sends streams of free news headlines, sport reports, weather updates, music stories, gossip and games directly to mobile phone screens. Just like a screen saver, the messages appear silently when the phone is not in use. When VimpelCom's customers see a message that interest them and want to know more, they simply click on the OK button. A menu opens and presents various options. For example, a video news report or an automatic link to a WAP site or web page, or an SMS message with more information.

Victor Markelov, product director at VimpelCom, said: "Our customers like Chameleon. We've found a new way providing them with an opportunity to use our data services actively. The easier the access to necessary information and data services, the more often our customers use them".

Very soon Celltick will add a new level of user experience to the Chameleon service, with the introduction of rich-media clients for Symbian phones. Users with those

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handsets will be able to receive animated messages in full colour and slick interface.

Guy Weiss said, "Content discovery is one of the biggest problems mobile operators face following the build-up of their huge content catalogues. The fact that so much is on offer, but users simply don't know how to find it is the major reason why data services are not proving to be as popular as mobile operators had hoped. Our content promotion system is increasingly popular with operators looking to drive data services."

Celltick is now expanding its sales and marketing efforts to countries in CIS and central Europe in response to a rising level of interest in its products.

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