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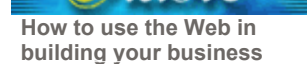
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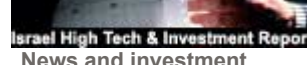
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Celltick wins \$10m contract with largest Thai wireless operator

The Israeli start-up will provide AIS Thailand with its LiveScreen content broadcasting system.

Batya Feldman 26 Apr 05 11:23

Israeli start-up company [Celltick Technologies](#), which develops technology for broadcasting to mobile telephones, has announced a deal with AIS Thailand, which is Thailand's largest wireless telephony operator.

Sources close to Celltick said it could expect revenue of \$10 million from the contract over the next three years.

This is a second large contract for Celltick. Last week, the company reported a huge contract, estimated to be worth \$30 million, with Russian mobile operator VimpelCom.

Under the agreement with AIS Thailand, Celltick will provide its LiveScreen software, which turns the screen on a mobile telephone into a dynamic medium. Via their screens, subscribers are sent menus that connect them with value-added services from which they can choose.

They can receive newsfeeds, sports reports, weather updates, gossip, and interactive games, all provided free of charge.

The broadcasts are in the form of silent messages displayed on the screen when the telephone is not in use for calls. At the press of a button, the subscriber can reach paid services connected to the messages. The service makes it possible to reach millions of users with messages broadcast in real time.

Published by Globes [online], Israel business news - www.globes.co.il - on April 26, 2005

Next article: [AudioCodes reports 76% first quarter revenue growth](#)

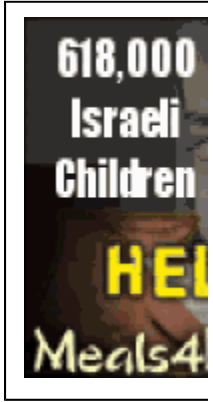
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