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# Celltick takes AIS Thailand into the Mobile Broadcast Age

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Celltick Technologies is taking AIS, Thailand's largest mobile operator, into the mobile broadcast age. The operator's new service, mLive, delivers real-time interactive content directly to the phone screens of its subscribers.

From today, the handset screens of AIS customers will look quite different. Using Celltick's LiveScreen product, AIS is turning the screens into a dynamic medium. Free, silent and non-intrusive messages appear on the handsets when they are not in use - just like a screen saver. These messages carry the latest news, sport, weather and traffic reports, as well as games and entertainment.

When users see a message that interests them on their handset and want to know more, they simply click on the OK button. A mini menu opens and presents various relevant options based on the data services offered by AIS. For example, a news message can link to a video news report, an automatic link to a website, or an SMS message. A second click launches the desired service.

Celltick's dynamic idle screen product is the leading commercial, tested and deployed offering in the market and is already being enjoyed by millions of mobile phone users. Celltick's commercial deployments have validated its system's ability to drive data services adoption. 25%-32% of LiveScreen enabled users use it to regularly to access added value services.

Yossi Wellingstein, Celltick's CEO, said: "We are proud to have AIS as a customer. It joins a growing number of innovative, forward-looking operators who demonstrate that mobile broadcast is already a reality. We are confident that with our technology AIS will provide its users with a fantastic service which generates revenues immediately."

"mLive is ideal for today's lifestyle", added Somchai Lertsuthiwong of the wireless communication service department at AIS. "It will provide news that interests our customers, such as business, sport, music, movies, entertainment and lifestyle. It will also give them valuable information about AIS."

"We are pleased to partner with Celltick to integrate its LiveScreen product with Gemplus' SIM card technology, specifically the new SIM with interactive mobile broadcast



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capabilities," commented Frederic Vasnier, Vice President, Telecoms Business Unit, Gemplus Technologies Asia. "Our partnership has created an innovative solution that maximises the potential of the SIM to help AIS promote value-added, customised services to more of its customers."

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