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[Akoo Activates iPhone Entertainment](#)

Solutions for the iPhone and mobile phones working on Windows Mobile

Akoo has released the first iPhone and Windows Mobile application capable of providing on-demand activation of in-store marketing and entertainment. This will bring the interactivity between handsets and in-store audio or video entertainment as well as digital signature marketing to a new level. The m-Venue [application](#) is optimized to work with the iPhone's Safari browser and several Windows Mobile devices too. This software will make it possible for customers to use their handsets for activating in-store entertainment and marketing, on demand, at participating locations where they shop, eat, socialize and play. Such a technology makes it considerably easier for them search, select and immediately activate several media elements for personalizing their mobile phones. The m-Venue platform is a carrier-class solution that manages high-volume, real-time mobile interaction and stored-value content transactions. Retailers will enjoy one extra feature on the m-Venue [software](#), as this captures consumer usage and behavioral data, for storing information on his/her interests and tendencies. They will then use this information for delivering marketing messages, mobile coupons or rewards according to their habits and needs. "Mobile devices such as the iPhone are a catalyst for the growth of social networking and real-time consumer-to-brand interactivity in public venues", said Niko Drakoulis, Akoo's CEO. Moreover, "m-Venue supports Steve Jobs' vision of extending the iPhone's capabilities through innovative third-party applications, as expressed during WWDC 07, while addressing retailers and brand marketers' need to engage [consumers](#) at the critical point-of-sale, or 'moment of truth,' in more targeted and measurable ways", he further added. m-Venue has already been tested and is ready for launch. It is set to reach a distributed network of public venues where people tend to meet and participate in a variety of activities.