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By: Roxana Deduleasa, Communications News Editor

## **MPoria Launches Mobile Commerce System**

*The solution will soon replace people's wallets*



**MPoria**, one of the leading providers of mobile commerce solutions in North America is launching a new system that is going to offer retailers the possibility to sell products to clients via mobile channel without any effort at all. The company is best known for building and also marketing m-commerce stores for service providers, giving them the real chance to extend their businesses using mobile channels. The selling through mobile channel is becoming a preferred solution for most of the companies. All they need is a wizard and mPoria commerce management help to launch their site to millions of U.S. consumers with mobile devices. Knowing that in America the number of phone users has reached almost 210 million, it's not so hard to imagine that the system is going to be useful to most of the people. Using mPoria's 'GoMObile!', the clients can easily purchase all sorts of merchandise directly over their cell phone without going to the physical place or losing time in stores or queues. So far, the best selling products seem to be mobile games. Busy mobile device users have now the opportunity to load their favorite game on the phone in a matter of seconds. The basic package starts at \$69.99 per month with a one-time \$99.99 set-up charge. Through a simple online process, the merchant gets information regarding branding, product offerings and also tax and billing guidelines. After the set-up is being complete, the clients only need to click the 'purchase' button and enter their credit card. Owners of the mobile shopping site have many benefits such as: simple, fast & low-cost entry into mobile [commerce](#) market, increased customer loyalty and simple automated and non-technical set-up process. The consumers also have access to their favorite products and brands via any mobile device, convenient and easy browsing and product search, simple, secure product purchase via any mobile device and immediate updates on sales and promotions. It is estimated that the m-commerce is already developing a market that will easily replace the use of the wallet with the one of a mobile phone, mostly because the system offers everybody freedom to shop anytime, anywhere.