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[MobiFone and Celltick to Launch LiveInfo Service](#)

LiveInfo broadcasts content and marketing messages to the idle screens of mobile phones.

MobiFone (VMS), the largest mobile operator in Vietnam, announced its plans to launch a **mobile** media service powered by Celltick's LiveScreen Media technology. The deal will allow MobiFone to deliver content to the idle mobile screens of its 8.5 million subscribers, making MobiFone the first mobile carrier to offer this kind of service in Vietnam. The service offered by MobiFone will be called LiveInfo and will use Celltick's LiveScreen Media **technology** to turn subscriber's mobile display into a personal interactive billboard. This is achieved by broadcasting content and marketing messages to the idle screen of the mobile phone, when the device is not in use. Marketing messages can include headlines, teasers, offers, invitations, challenges, containing content such as news, sports results, celebrity gossip, weather updates and more. If the consumer is interested in something he sees, a simple click will take them to the option menu which leads to the MobiFone portal, where a variety of related **content** can be purchased. Content on the MobiFone portal can range from ringtones and music downloads to video clips and games. From the moment the billboard message appears on the user's mobile display, typically only two clicks are required to complete a transaction. "We have developed an attractive portfolio of mobile content and services for our subscriber base, which we see as both a key differentiator and a means of maintaining and building average revenue per user. MobiPhone LiveInfo will be crucial in helping subscribers discover available content, as well as making it quick and simple for them to get to the exact information they are most interested in," said Mr. Dunh Viet Hung, Director of Marketing at VMS. The LiveInfo service is scheduled for launch in Vietnam later in 2007. LiveInfo will be initially made available to 200,000 subscribers and will be available to up to 1,000,000 million users during 2008.