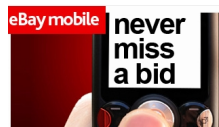


11 September 2007

By: Elena Balan, Communications News Editor



Mobile eBay makes it possible to keep track of your auction

[eBay Auctions Move to Mobile Phones](#)

A new species: the mobile bidder

Mobile phone users will have the chance of keeping track of how the products that make their interest evolve on the auction site eBay right from their handsets. This will enable them to make sure at all times, even when away from the computer, that they will not miss that perfect opportunity of buying objects at [special](#) prices. eBay has partnered with mBlox, the largest mobile transaction network for bringing its services on [mobile phones](#) everywhere. The service allows users to monitor and participate in the online bidding process, even when they are away from their PC. In this way, they can stay in touch with eBay's huge marketplace, the largest online one there is. Users have the possibility of tracking their bids through "outbid" alerts directly to their phone via text message. All that they have to do in order to increase their bid is to text back with their new offer. These are fairly easy steps that the user has to follow in order to make sure that the product he desires will not be swept off by a higher bidder. "The possibility to participate beyond the PC from a mobile phone will have massive implications for the dynamics and value of the auction process", said Ian Jordan, head of product development, Operations and Innovation, eBay UK. "It will mean more potential buyers will participate for longer producing better deals for everyone", he explained. The UK Mobile eBay service will be provided to handset users in exchange for 12p (plus VAT) on each message that is sent. Moreover, eBay customers will also have the possibility of continuing to monitor their bids when they log into their usual eBay account. eBay launched this service back in September 2006, in Spain. Now, the company looks to expand to some other countries, looking to make it available in as many areas of the world as possible in the future. Considering the success that it has registered until now, it's only a matter of time until Mobile eBay expands. The [service](#) can be also used in France, Belgium and in the UK.