

IMImobile to enable WAP and IVR solutions for Telemovil

- El Salvador's first comprehensive feature rich mobile portal with movies, music, games, sports, news and much more -

Hyderabad, India, November 2005: IMImobile, a leading global end-to-end enabler of mobile Value Added Services, has bagged the rights to deploy and manage the WAP portal of Telemovil, the leading mobile operator in El Salvador. For the first time in El Salvador, the WAP portal will enable comprehensive feature rich mobile portal with movies, music, games, sports, news and much more.

The WAP portal of Telemovil will be a multi access entertainment portal on the mobile phone, which will offer a variety of content in the arena of movies, music, sports and mobile games. Content that can be experienced and downloaded include games, color wallpapers, video clips, polyphonic ring tones, music messages, jokes, news, stock tickers etc. One can also get Java games, mobile logos, colored logos, live cricket scores, radio content among others.

“The concept of WAP portal is catching up across the world. The availability of feature rich handsets and rich regional content will drive this concept and its usage, enabling higher VARPUs(value added revenue per user)for mobile operators globally. Mr. A. R. Vishwanath, Chairman and CEO, IMImobile, said “After Mobile Radios, the concept of mobile TV and m-commerce is being talked about already. WAP portals will go a long way in initiating such services.”

IMImobile is not just deploying the service, but is also managing it. The unique managed services model adopted by IMImobile will enable faster return on investments and quicker integration of the service across the country.

IMImobile (www.imimobile.com) is a next-generation end-to-end enabler of Mobile Value Added Services for Mobile Operators, Media Companies and Enterprises. It has developed its own IPR of core platforms and content management systems that it deploys on a managed services model across the globe. It builds the entire VAS (Value Added Services) network with its leading edge mobile technologies that include carrier grade messaging platforms, messaging gateways, service delivery platform (DaVinci), voice platforms and content aggregation. IMImobile has a global presence across India, Europe, Latin America, Middle East and Africa and is equipped to deliver Mobile applications and services anywhere in the world.