

IMImobile eyes music based content at MIPCOM

Hyderabad, India, September 29, 2007: Leading mobile value added services provider IMImobile will be eyeing music based content at Mipcom 2007. The television trade event which takes place at Cannes, France from 8-12 October is an important occasion for IMImobile to acquire local and international content.

Says IMImobile VP content and alliances Pradeep Rao, "This will be our first visit to Mipcom" We will be looking to acquire rich and popular music. We will also sell IMImobile-exclusive content to other content aggregators for territories where we do not operate or do not have a strong presence in," he says.

"Being a managed services player present in territories across the world, IMImobile is in constant need of local and international content. In fact, this year, we have already participated in Mobile World Congress, CTIA (Miami), MIDEM (Cannes), more than five Informa telecom events and even NetEvents and Terrapinn events. There are more upcoming events where IMImobile is either sponsoring or participating as an exhibitor," Rao adds.

IMImobile is a provider of carrier grade messaging platforms and gateways, content management systems, and voice platforms through managed services. Services provided by these platforms include interactive portals, community and user generated content applications, caller ring back tone, and video streaming.

IMImobile delivers managed VAS and content platforms and aggregates content for operators and portals, manages the delivery of content for content partners. It also mobile campaigns for media, advertising and enterprise customers.

The customers include operators such as Airtel, Vodafone Essar and Maxis, enterprise and portal customers such as Yahoo!, Google and Reuters, content partners such as Sony, Disney and Universal.