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Rednano proximity search is live

Friday, December 05, 2008

Acision and Seeker Wireless help launch Singapore's first cross-telco mobile location-based directory search for the mass market.

Acision, the world's leading messaging company and Seeker Wireless, one of the leading location-based service (LBS) technology companies and a member of the Acision Innovation Network, have partnered with SPH Search, a subsidiary of Singapore Press Holdings (SPH), Singapore's leading media company, to launch the nation's first cross-telco mobile search marketing solution called Rednano Locate.

Enabled by Acision's expertise in mobile marketing and Seeker Wireless' location-based solution called SeekerLocate™, Rednano Locate is a mobile application that allows consumers to do a keyword search on more than 100,000 vendors through SPH Search's directory of business listings. The search results produced will have location specific information on the establishment, including an option to view a map for directions to the selected listing. The service aims to bring location-based search to mass-market handsets.

Acision conceptualised, designed and implemented the service infrastructure and the client user interface on the handsets, in collaboration with Rednano's comprehensive content repository and Seeker Wireless' leading-edge location-based technology.

Paul Jansen, CEO of SPH Search, said: "With Rednano Locate, users can have localised search results literally at their fingertips anytime, anywhere. Beyond just getting Directory information, users can do more: they can view a location map of the subject they are looking for, or directly dial the contact number given. We want the use of Rednano Locate to become an integral part of the daily lifestyle for Singaporeans, helping them make convenient choices whether for work or play. The mobile search service fits well into our business model as SPH Search serves up localised search results with point information. With our partners, Acision and Seeker Wireless, we are proud to deliver innovation in mobile search marketing."

Boudewijn Pesch, Managing Director of Acision Asia Pacific, added: "Search is a habitual behaviour that most consumers engage in daily online. Our specialist knowledge of the mobile marketing space, together with Seeker Wireless' location-based tools, has enabled us to bring that search experience to the mobile handset in a value-add way. We believe that by bringing innovative mobile marketing solutions to the market such as Rednano Locate we can deliver real worth to consumers while continuing our mission to enhance the end user experience.

Dr Chris Drane, Chief Executive Officer of Seeker Wireless and one of the pioneers of wireless location, said: "At Seeker Wireless, we have long recognised the value of Location and Presence as key enablers of value added services for mobile network operators. SeekerLocate™ includes a mix of available location measurements delivering location results of stunning accuracy, reliability and speed. This is the future of wireless location."

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NOTES TO EDITORS

About Acision

Acision is the world's leading messaging company, providing communication solutions for over 300 network operators and service providers globally. www.acision.com

The Acision Innovation Network

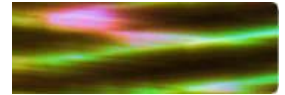
The Acision Innovation Network is a partnership based ecosystem that enables the global communications community to collaborate on the creation of new applications and services to advance the way the world communicates.

About Seeker Wireless

Seeker Wireless delivers advanced handset localisation solutions for mobile network operators and media companies. RedNano Locate uses Seeker's revolutionary hybrid GPS/Cellular/Wi-Fi positioning engine, SeekerLocate™. This solution permits cross-media players to deliver location based advertising and other location-sensitive services seamlessly across multiple mobile networks. For more information visit www.seekerwireless.com.

About SPH Search Pte Ltd

SPH Search was born of collaboration between two media powerhouses: Singapore Press Holdings Ltd



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Acision - Innovation Assured

(SPH) and Schibsted ASA. The two companies, listed and headquartered in Singapore and Norway respectively, have long been in the business of giving people information, and significantly, in the context which makes the information more useful.

Both companies have also established reputations as trusted sources, each over more than a century, with their continuous delivery of accurate information speedily. The platforms on which they do this have changed over the years and have, since the 90s, included the World Wide Web.

Their joint venture, SPH Search, aims to provide the premier online tool for anyone seeking information about Singapore; its people and its businesses. It intends to respond to queries speedily. Most importantly, it plans to make relevance the hallmark of its answers.

Visit www.sphsearch.sg for more information.

About Singapore Press Holdings Ltd

Main board-listed Singapore Press Holdings Ltd (SPH) is the leading media company in Singapore, delivering news and information through print, Internet and broadcasting platforms. It publishes 17 newspaper titles in four languages and over 100 magazine titles in Singapore and the region. Every day, 2.9 million individuals or 79 percent of people above 15 years old, read one of SPH's news publications. SPH's internet editions of its major newspapers enjoy over 150 million page views with 9 million unique visitors each month. Other new media initiatives include AsiaOne, omy, rednano.sg, ST701, STOMP and The Straits Times RazorTV. SPH has also ventured into broadcasting, outdoor advertising and properties. For more information, please visit www.sph.com.sg.

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