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Acision and Seeker Wireless Rednano Locate

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Rednano's proximity search goes 'LIVE' enabled by Acision and Seeker Wireless

Rednano launches Singapore's first cross-telco mobile location-based directory search for the mass market

Acision have partnered with SPH Search, a subsidiary of Singapore Press Holdings (SPH), 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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