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Rednano Snaps Up Getty Tie-Up

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Singapore - Singapore Press Holding's (SPH) local search directory service, rednano.sg, has partnered with Getty Images to beef-up its database of Singapore-themed images.

This, and a separate collaboration with party community portal WhosGoing.sg, will boost the rednano.sg image bank by more than 800,000 Singapore-themed records. WhosGoing.sg provides image records of Singapore's night clubbing scene.

"We are proud to be part of the rednano.sg project, the first of its kind in Singapore, plus this provides an additional channel for Getty Images to reach out to the Singapore market," Elsie Ng, sales director for Getty Images, said.

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In other news, the mobile platform of rednano.sg, Rednano Mobile will officially launch its location-based service, Rednano Locate, at a media conference on 27 November. Rednano Locate, through partnerships with SPH Search, Acision, and Seeker Wireless, will enable users to find services and companies nearest to them through the use of GPS, Cellular and Wifi technologies.

This is Rednano Mobile's third product, following the launch of its WAP service in March 2008 and SMS service in July 2008.

Companies featured:

- Singapore Press Holdings Ltd
- Getty Images