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Rednano launches pin-point search service for mobile phone users

Singapore, 27 November 2008 - Rednano Mobile, the mobile platform of local search and directory engine rednano.sg, will launch a location-based service (LBS), Rednano Locate on 4 December 2008. This brings Rednano Mobile's suite of products to three, following the introduction of its WAP service (mobile.rednano.sg) in March and its SMS service (Shortcode - 33333) in July this year.



The new mobile-based LBS is the first of its kind in Singapore as it allows users to retrieve information via four integrated service offerings – Directory Search, Map Search, 'Live' Traffic Updates and Promotions - using their mobile phones.

To use this LBS, users need to download and install the Rednano Locate software application into their mobile phones. The downloads can be easily done via SMS, Rednano's WAP portal or from the website www.rednano.sg/mobile. With the LBS' Directory search feature, users can do a keyword search on more than 100,000 vendors, whether retail outlets, restaurants or petrol stations, for instance, near wherever they are. The search results via the Directory feature will list full addresses, contact details and a link to view maps. Users can also access the latest traffic updates with the 'Live' Traffic feature. Those looking for value in this time of economic uncertainty can click on the Promotions tab to enjoy a wide range of

exclusive promotions and discounts from the more than 500 listings.

Rednano Locate offers four distinct advantages over other industry players that presently offer limited user-pay LBS services.

1) No charges

There is no charge for data access when downloading the Rednano Locate application into mobile phones in an easy, one-time process. Additionally, users need not pay any telecommunication charges for the retrieval of their search results via Rednano Locate.

2) Available to all mobile subscribers

LBS is currently offered by telecommunication providers only to their own subscribers. Rednano Locate does not discriminate between any of the subscribers of the three main telecommunication providers.

3) Non-GPS dependency

Rednano Locate is the only LBS that is not dependent on GPS technology alone which has a spotty record when a user is blocked by high obstructions or inside buildings. Users can use Rednano Locate effectively indoors and outdoors.


4) Wide handset applicability

Users can access Rednano Locate via highly-popular Symbian mobile phones following the initial launch. Rednano Locate will progressively be made available to phones with other operating software such as Java, Windows Mobile and Blackberry RIM sold via various popular handset brands in Singapore by June 2009.

Mr Paul Jansen, Chief Executive Officer of rednano.sg, said: "The Rednano brand is becoming synonymous with the delivery of accurate, timely and relevant information to users' fingertips. Rednano Locate enhances our ability to do this. We want its use to become an integral part of the daily lifestyle for Singaporeans, helping them make convenient choices whether for their work or play."

Since November 2008, Rednano Mobile has also partnered local handphone retailers 3 Mobile and Handphone Shop to educate the public on the use of its WAP and SMS services. Under this partnership, sales staff from the nineteen 3 Mobile and Handphone Shop outlets nation-wide will guide potential users on the usage and benefits of Rednano Locate. 3 Mobile and Handphone Shops will also offer exclusive deals for purchases of selected mobile phones. Users who download Rednano Locate into their mobile phones stand a chance to win attractive prizes ranging from latest mobile phones like the Nokia N96 to free SPH magazine subscriptions.

See Appendix A for a complete listing of 3 Mobile and Handphone Shop outlets.

17kB  **Listing of 3 Mobile and Handphone Shop outlets**
please [click here](#).

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About SPH Search Pte Ltd

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

Newspapers and Magazines

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. In Singapore, it publishes 17 newspaper titles in four languages. Every day, 2.9 million individuals or 79 per cent of people above 15 years old, read one of SPH's news publications. SPH also publishes and produces more than 100 magazine titles in

Singapore and the region, covering a broad range of interests from lifestyle to information technology.

Internet and Mobile

Beyond print, the Internet editions of SPH newspapers enjoy over 150 million pageviews with 9 million unique visitors every month. Apart from SPH AsiaOne portal, SPH's online and new media initiatives include a revolutionary mobile advertising and information service, ZapCode; online marketplace for products, services and employment, ST701; local search and directory engine, rednano.sg; Stomp (Straits Times Online Mobile Print), a portal that connects, engages and interacts with readers on the Web and via mobile phone messaging; omy, a bilingual news and interactive portal and The Straits Times RazorTV, a free access interactive webcast service offering live chat shows and video on demand clips.

Broadcasting

SPH has a 20 per cent stake in MediaCorp TV Holdings Pte Ltd, which operates free-to-air channels 5, 8, U and TV Mobile, and a 40 per cent stake in MediaCorp Press Pte Ltd, which publishes the free newspaper, Today. In the radio business, SPH has an 80 per cent stake in SPH UnionWorks Pte Ltd, which operates entertainment stations Radio 100.3 FM in Mandarin and Radio 91.3 FM in English.

Outdoor Advertising

In addition, SPH has ventured into outdoor advertising through its wholly-owned subsidiary, SPH MediaBoxOffice Pte Ltd, Singapore's largest outdoor motion display advertising network media company and a 35 per cent stake in TOM Outdoor Media Group, a leading outdoor advertising company in China.

Properties

SPH owns and manages Paragon, the prime retail and office complex in the heart of Orchard Road, Singapore's main shopping belt. SPH's wholly-owned subsidiary, Times Development Pte Ltd, is also developing a 43-storey upmarket residential condominium, Sky@eleven, at Thomson Road.

Visit www.sph.com.sg for more information.