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[Rednano launches mobile location-based directory search for Singapore Mobile Users](#)

Posted on 05 December 2008 by [Kim Poh Liaw](#)

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Acision and Seeker Wireless 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.



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."