

February 13, 2009

Valentine's Day News

With Valentine's Day just around the corner, and lots of people reading this no doubt celebrating the occasion by getting on a plane to Barcelona, leaving their partner at home with the kids or the telly or both (that's what I'm doing - Ed), it's time for a round-up of some of the mobile-focused Valentine's Day stuff going on.

Mobile and online flirting service [Flirtomatic](#) is offering its users the ability to send real presents to each other, in addition to offering lots of new digital Valentine's content. This year, in addition to around 30 new digital Valentines gifts, users also have the option to send one of two real items, either a chocolate heart, a combination of two of the top-selling virtual gifts. Flirtomatic says that premium content has always been incredibly popular among users and for Valentines Day this year, it decided to test something a little different.

"Knickers and roses are two of the most popular pieces of content sent between users (over 130,000 in 2008) so we jumped at the chance to be able to sell a real, unique gift combining the two, the 'Panty-rose'" says Flirtomatic CEO Mark Curtis. "We're always looking for fun and innovative ways to put a smile on a user's face. So far we've been good at doing that online, but to be able to give users the chance to send that special someone something tangible, it's exciting and unexplored territory for us".

Meanwhile, [Melodi Media](#) has launched its 'Love Calculator' mobile application.

The Love Calculator features a simple interface with slick graphics and audio. It enables consumers to type in two names, and get a percentage 'love compatibility' score within a matter of seconds.

Melodi says that Love Calculator products have recently been hugely popular as interactive SMS services, but until now, they have not been available as a standalone application for traditional handsets.

"The Love Calculator, as well as our upcoming Flash Lite products, offers a new type of interactive mobile product, with superior features similar to that being enjoyed by iPhone users," says Melodi Business Development Manager, Gemma Warburton.

Finally, if you catch the wrong plane and end up in Singapore, you might want to take part in Rednano Locate's ['Rednano Hunt for Love'](#) contest, though in fact, the competition is only open to Singaporeans and permanent residents. Entrants are required to pay a "nominal" registration fee per couple and will be given a goodie bag worth more than SGD\$100 (£45) for taking part.

The competition is being staged by Rednano Mobile, the mobile touchpoint of [rednano.sg](#), Singapore's local search and directory engine. To take part, each participating couple downloads Rednano Locate, a location-based mobile service application, to their mobile. Rednano Locate is enabled by messaging company [Acision](#) and location-based service technology company [Seeker Wireless](#), a member of the Acision Innovation Network.

Acision conceptualised, designed and implemented the service infrastructure and the client user interface on the handsets, in collaboration with Rednano's content repository and [Seeker Wireless](#) location-based technology, SeekerLocate.

Armed with game cards marked by clues, couples then search for keywords and proceed to checkpoints where they are required to complete tasks assigned to them, using their phone to take photos as proof that they have visited their checkpoints.

Participating couples stand to win more than SGD \$18,000 worth of cash and prizes in three categories: Fastest Couple (to complete the route and returns to the starting point); Most Photogenic Couple and Most Popular Couple. For the latter two awards, participants will upload photos of themselves donning Rednano t-shirts to [www.rednano.sg/huntforlove](#) for the public to vote for their favourites. The participating couple who garners the most number of votes in each of the two categories, wins. There will also be draws for SGD\$5,000 cash prizes.

The 'Rednano Hunt For Love' contest will be held on Sunday, 15 February, at the Singapore Press Holdings auditorium from 1 - 5pm.