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Business Line

NetXcell, SinglePoint tie up

Tuesday, 12 February , 2008, 09:57

Hyderabad: Telecom application services provider NetXcell Ltd has announced its partnership with SinglePoint, a US-based mobile aggregator and media interactivity expert, to deliver value added services to mobile operators.

This would be delivered by gathering information from content providers, media partners and value added service companies in the US market. This partnership opens a new vista for NetXcell to access a huge VAS market in US through SinglePoint's customer base.

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SinglePoint is the media interactivity expert in mobile that turns viewers into active participants. Its services include mobile message connectivity, applications, reporting

Netxcell Goes West for Greener Pastures

By [CXOtoday Staff](#)

Mumbai, Feb 12, 2008



NetXcell, a telecom application services provider, have partnered with SinglePoint, a US-based mobile aggregator and mobile media interactivity firm, to deliver

Value Added Services (VAS) to various mobile operators by gathering information from content providers, media partners, and VAS companies in the US market. This partnership will allow Netxcell to access a huge VAS market in US through SinglePoint.

SinglePoint's services include mobile message connectivity, applications (such as voting, polling, sweepstakes, contests, alerts, coupons clips, and tips), reporting, and analytics. SinglePoint is engaged with an audience of more than 220 million mobile users, working in partnership with mobile network and portal operations, entertainment media companies, brand managers, and advertising agencies.

Both the companies have already started working together for Lifestyle Wireless, which is their first customer, jointly wherein NetXcell would be supporting the technology for Lifestyle Wireless' messaging cards along with SinglePoint. NetXcell is providing software application for running the core SMS services in USA by Lifestyle Wireless (LW) while LW is providing the content. SinglePoint is the routing and billing entity for LW.

Like Lifestyle Wireless (LW), there are many companies in US who are looking forward to working with Indian VAS providers for a sound software support and through this partnership with SinglePoint; NetXcell will be able to reach them with their services.

THE HINDU Business Line

Business Daily from THE HINDU group of publications

Tuesday, Feb 12, 2008

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NetXcell, SinglePoint tie up

Hyderabad, Feb. 11

Telecom application services provider NetXcell Ltd has announced its partnership with SinglePoint, a US-based mobile aggregator and media interactivity expert, to deliver value added services to mobile operators. This would be delivered by gathering information from content providers, media partners and value added service companies in the US market. This partnership opens a new vista for NetXcell to access a huge VAS market in US through SinglePoint's customer base. SinglePoint is the media interactivity expert in mobile that turns viewers into active participants. Its services include mobile message connectivity, applications, reporting and analytics.

— Our Bureau



Netxcell, SinglePoint to deliver services to mobile users

2008-02-12 12:47:08

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[NetXcell Ltd](#), the pioneers in providing Telecom Application Services today announced that they have partnered with [SinglePoint](#) which is a US based mobile aggregator and media interactivity expert in mobile, to deliver value added services to various mobile operators by gathering information from content providers, media partners and value added service (VAS) companies in the US market. This is a significant partnership for NetXcell as this opens a new vista for the company to access a huge VAS market in US through SinglePoint which has a large customer base there.

SinglePoint is the media interactivity expert in mobile that turns viewers into active participants. SinglePoint's services include mobile message connectivity, applications (such as voting, polling, sweepstakes, contests, alerts, coupons clips, and tips), reporting and analytics. SinglePoint is engaged with an audience of more than 220 million mobile users, working in partnership with mobile network and portal operations, entertainment media companies, [brand managers](#) and advertising agencies.

"SinglePoint is extremely pleased to be partnering with Netxcell, one of the pioneers in providing Telecom Application Services," said Gowrishankar, Senior Vice President, Sales and Business Development-SinglePoint. "We expect Netxcell to see tremendous success in expanding in USA and reaching North American [wireless](#) subscribers, thanks to SinglePoint industry leading connectivity."

Commenting on the tie-up with Single Point, Mr. Dayakar Puskoor, Executive Chairman NetXcell said, "NetXcell is constantly working towards expanding its presence in USA, our partnership with Single Point is the next step towards the same. We are confident of reaching a wide customer and operator base through SinglePoint and are looking forward to a long and mutually beneficial relationship with them."

Both the companies have already started working together for Lifestyle Wireless which is their first customer jointly wherein NetXcell would be supporting the technology for Lifestyle Wireless' messaging cards along with SinglePoint. NetXcell is providing [software application](#) for running the core SMS services in USA by Lifestyle Wireless (LW) while LW is providing the content. Single point is the routing and billing entity for LW.

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Netxcell Partners with SinglePoint

By [ChannelTimes Staff](#)

International Desk, Feb 18, 2008

Netxcell, the provider of telecom application services, recently joined hands with SinglePoint, a US based mobile aggregator and media interactivity expert in mobile, to deliver value-added services to various mobile operators by gathering information from content providers, media partners and value-added service (VAS) companies in the US market.

This is a significant partnership for Netxcell as this opens a new vista for the company to access a huge VAS market in the US through SinglePoint, which has a large customer base there.

SinglePoint is the media interactivity expert in mobile that turns viewers into active participants. SinglePoint's services include mobile message connectivity, applications (such as voting, polling, sweepstakes, contests, alerts, coupons clips, and tips), reporting and analytics. SinglePoint is engaged with an audience of more than 220 million mobile users, working in partnership with mobile network and portal operations, entertainment media companies, brand managers and advertising agencies.

Commenting on the tieup with SinglePoint, Dayakar Puskoor, executive chairman of Netxcell, said, "Netxcell is constantly working towards expanding its presence in USA, our partnership with SinglePoint is the next step towards the same. We are confident of reaching a wide customer and operator base through SinglePoint."

SinglePoint expects Netxcell to see tremendous success in expanding in USA and reaching North American wireless subscribers, thanks to SinglePoint's connectivity.

Both the companies have already started working together for Lifestyle Wireless, which is their first customer jointly .

Like Lifestyle Wireless, there are many companies in the US who are looking forward to working with Indian VAS providers for a sound software support.

General

NetXcell, SinglePoint tie up to offer VAS solutions

TT Correspondent | Hyderabad | 12 Feb 2008

Telecom application services provider NetXcell Ltd has announced its partnership with SinglePoint, a US-based mobile aggregator and media interactivity expert, to deliver value added services to mobile operators.

The VAS solution would be delivered by gathering information from content providers, media partners and value added service companies in the US market.