

Revenues click as mobile VAS players pack in fun

Cos Develop Softwares To Bar Area-Specific Calls, Splash Pix On Cafes

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QUIETLY click a friend's picture at a cafe and see her blush when it is displayed on the nearest plasma screen within seconds. Not just that, before both of you finish that coffee, she would have received a string of SMSes from friends in various cities where the cafe has its outlets. Your mobile has suddenly made her a star.

Play with your mobile phone like never before. With a string of mobile digital-content providing companies trying to tap the rapidly growing mobile VAS market, our mobile phones are transforming into a Pandora's Box with an inexhaustible fun supply.

These companies are aggressively innovating on the existing mobile technology to suit a market where mobile will be a major source of revenue. There will be a hypermarket created on your mobile, called VAS Hypermarket, from where you can order anything after you have previewed the product.

Bluezone, a latest offering from mobME, can upload an MMS picture on a digital signage in a matter of seconds. These are just a few examples of the innovative products being pushed into the mobile market by digital content providing

start ups. As per a projection made by telecom regulator, TRAI, the Indian VAS industry will touch a Rs 25,000-crore mark by 2010 — up from the present market of Rs 6,000 crore.

Hyderabad-based Netxcell, a mobile application service providing company, is currently doing a pilot-run for its latest product — In-call Management (ICM) — with a telecom operator. With this service, a person can get reminder about the missed calls every 15 minutes and he can send pre-framed SMS to the person.



REVENUE MODEL

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created Bluezones in Cafe Coffee Day (CCDs) across Mumbai, Delhi, Gurgaon and Kanpur so that a user can upload his photos via bluetooth for free onto our Mobshare platform. These photos immediately get splashed across all digital signage screens in CCDs across India," said MobME V-P (strategic business development) Vivek Steve.

"VAS Hypermarket is our new product meant for those who want to build a large store for selling value-added services. With this service, the customers get an opportunity to review a product and pre-

view the same before purchasing it," said Myzus Infotech CEO Roshan De Silva. Some time ago, Myzus had launched the website, save2phone, a collection of over 2,000 trial applications that users can download

as per his choice.

Free SMS and free calls are also being made possible by these firms. So, there is an advertisement-financed messaging service from a start up, Vastone, which is basing its services on the growing craze for mobile marketing. "You just have to prefix a number when sending SMS and the cost of SMS will be fully subsidized by advertisement and that too is based on the user profile," said Vastone CEO Nikhil Fatmani.

Black Ball helps a person block calls not just on the basis of numbers but also on the basis of the area code or time.

"Such facilities are easily lapped up by the telecom operators, as they help operators in increasing their revenue directly by increasing the calls and indirectly revenue to VAS by subscription services," said Netxcell director (operations) Debasis Chatterji.

And how are the fun applications finding their usability in the market? "We have