



VOCEL partners with QUALCOMM for 'One Touch' purchasing on mobile phones

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VOCEL, a 'push technology' company, has partnered with US digital wireless communications products and services provider QUALCOMM Inc (NasdaqNM: QCOM) to enable mobile phone users to quickly purchase content, including ringtones, wallpaper and games.

According to the company, VOCEL's Interactive Commerce Accelerator (INCA) technology is powering a pilot program run by US wireless operator Midwest Wireless that takes advantage of an extension of QUALCOMM's BREW solution known as Application Value Billing (AVB). This capability reportedly enables Midwest Wireless subscribers in Iowa, Wisconsin and Minnesota to streamline the preview and purchase of wireless applications from the shopping catalogue on the mobile phone and purchase content with a single click.

INCA resides on a consumer's mobile phone, and users are invited to opt into the programme, download the software and receive alerts about new ringtones, wallpapers and downloads that interesting for them. Alerts are not pushed to users who do not wish to receive them, the company claims.

No financial details were disclosed.