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□ Vocel Gets New Funding From Torstar and Random House; Adds Two To Board

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[Vocel](#), a supplier of branded and marketing applications to mobile phones, has received a second infusion of funding from [Torstar Corporation](#), one of Canada's big media companies. [Previous investor](#) Random House Ventures is also contributing additional capital. The funding be used to expand on the launch of its INCA mobile marketing and promotion engine last week with Qualcomm and Midwest Wireless.

Torstar, which became an investor in Vocel in 2005, owns Harlequin Enterprises...which [has been mobilized](#) using Vocel's tech.

Meanwhile, the company has added two new board members: Richard Sarnoff, president of Random House Ventures, and William Weiss, chairman and CEO of The Promar Group.

Some [more details here](#).

