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More Publisher Support for Voxel

by Bridget Kinsella, PW Daily -- *Publishers Weekly*, 6/22/2006

Both Torstar, parent company of Harlequin, and Random House Ventures recently upped their investment in Voxel, the San Diego-based cell phone applications publisher. A privately held company, Voxel did not reveal the dollar amount of the funding. Random and Torstar made their initial investments last year.

"This does show that we are very serious about supporting Voxel and giving it the best future it can have—both financially and managerially—as is Torstar," Richard Sarnoff, RH Ventures president, said. Sarnoff was just elected non-executive chairman of Voxel. Lorenzo DeMarchi, Torstar's managing director of corporate development, remains as a director on Voxel's board.

Voxel has already introduced applications that allows cell phone users to purchase and download content from select Random's Princeton Review and Living Language and children's books for nominal monthly fees. It launched a similar Harlequin-To-Go application several weeks ago that brings targeted Torstar content to female cell phone users. Last week, Voxel launched INCA (Interactive Commerce Accelerator), its proprietary technology platform that enables products, such as ringtones, wallpapers and games, to be sent directly to targeted subscribers who can then complete a purchase with a single click.