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Motorola Invests in VOCEL for Mobile Push Marketing Service

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Motorola Ventures has made an investment in VOCEL, a start-up based in San Diego that is developing wireless push technology. Financial terms were not disclosed.

VOCEL's INCA (Interactive Commerce Accelerator) wake-up mobile marketing service provide opt-in personalization, wake-up discovery, and one-click purchasing, which is designed to stimulate new data users and increase revenue for mobile operators and content publishers. INCA personalizes each marketing message through a sophisticated inference and recommendation engine that analyzes user-supplied demographics and past buying habits to select content that each subscriber is most likely to buy.

VOCEL said its opt-in platform ensures users receive only the content they want, when they want it and simplifies the data purchase experience to a simple, single click.