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Motorola Invests in VOCEL

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San Diego-base Vocel, a developer of mobile marketing technology, has raised a round of venture capital from Motorola, Motorola disclosed Tuesday. Motorola said that its venture capital arm, Motorola Ventures, invested in Vocel's opt-in-personalization, wake-up discovery, and other mobile marketing services. Financial terms of the deal were not disclosed. Vocel provides technology that personalizes marketing messages through a recommendation engine based on a user's past buying habits. The firm has previously raised capital from Bertelsmann Digital Media Investments, Torstar, and Random House Ventures.