

I'm a celebrity - download me!

Submitted by: 2thefore

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hellomagazine.com teams up with 2k development to offer daily celebrity news service

hellomagazine.com, the online extension to HELLO! magazine, has launched two exclusive new mobile services – Java and SMS – to deliver up-to-the-minute celebrity news via mobile phones.

2K development has teamed up with hellomagazine.com to provide the HELLO! Java Celebrity News service which enables users to download daily updates of photos and stories, Monday to Friday, and then peruse them at their leisure without having to enter a browser session.

jbag.net, 2K development's mobile application service platform, enables businesses to create and deliver branded mobile Java or WAP applications to consumers within minutes. Suitable for different multimedia handsets from all major mobile handset manufacturers, jbag.net is a 'white label' solution that enables content providers, such as hellomagazine.com, to deliver branded, value-added and revenue generating mobile services to their consumers.

"Solutions such as jbag.net enable content owners to take their destinies into their own hands," says Abraham Joseph, CEO of research and consulting firm Inteligentis. "This can be very attractive not only to major content owners, but also to second and third tier players that have less bargaining power with distribution channels."

2K development's Karl-Heinz Karpf, says: "This is a significant milestone for jbag.net as hellomagazine.com becomes the first major brand in the UK to offer subscribers Java mobile services on our platform. hellomagazine.com simply connects its content management system and selects its options for downloading. jbag.net does the rest; creating branded applications, dynamically optimising the content, and on request delivering this to the consumer's mobile handset. The platform is integrated with all standards-based billing solutions to enable a profitable mobile service."

Tree Elven, Website Editor at hellomagazine.com, says: "This is really exciting. We're proud to be in the vanguard of quality content providers delivering right into the hands of consumers. It's a great moment, as consumers are becoming more demanding with regard to mobile content and accessibility, and we're ready to meet their needs. We always keep an eye on the latest trends but we only invest in those we believe will be attractive to our readers in the long-term. The fact that we're going mobile proves our commitment to and belief in this very exciting new content delivery method."

The HELLO! mobile service has been developed in collaboration with PlayerMedia Ltd.

For more detailed information, please visit this page:
<http://www.hellomagazine.com/mobileservices/index.html>

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