

The Future of Mobile Internet on the Cards

Submitted by: 2thefore

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Russell Grant launches unique mobile Tarot reading service – www.live-astro.com

Celebrity astrologer Russell Grant has teamed up with 2K development to provide a new service for Java mobile handset users. Called Astro Tarot Mobile, the service provides subscribers with the ability to experience an intuitive Tarot reading on their handsets. The service is another extension to Russell Grant's portfolio of technology-based astrology services and is based on 2K development's jbag.net service platform, which makes it easy for businesses to create, deliver, and manage mobile Internet services.

For £1.50 per spread, the Java application allows users to have an on-demand comprehensive tarot reading whenever they choose. Subscribers simply download tarot card spreads, store them in their handsets and then read them offline. The service is similar to having a reading with a tarot reader as each position of the card is interpreted in the spread position. This is not the same as traditional mobile Tarot applications where a certain number of cards are drawn and the meaning will be exactly the same for each card, wherever it shows.

Phil McKnight, Technical Director for RussellGrant.com, said: "We wanted an easy and stress free way to enter the dynamic Java game market and jbag has been the perfect application for us to achieve this. jbag has allowed us to limit our overall development costs, include a greater depth of dynamic content and therefore more value for money for our users - with adequate handset compatibility."

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

2K development's Karl-Heinz Karpf, said: "More and more content providers are looking to extend their services and brands into the mobile arena, but they don't want complex solutions that are both time-consuming and risky. With jbag.net 2K offers them mobile solutions which are easy to use, quick to deploy and provide an unrivalled level of flexibility."

Russell Grant's Astro Tarot Mobile Service

Russell Grant's Astro Tarot is unique. It was designed by Russell and has become a very popular deck; with vibrant and inspirational illustrations which gives meaning to the interpretation of the card. Russell's Astro Tarot brings together the Major Arcana (of the traditional tarot deck), the four "Aces", the Chinese Zodiac signs, the Planets, and the Western Zodiac which allows a more intuitive and astrologically bound reading experience.

The Celtic Cross spread is intended to shed light on many aspects of your life. The Planetary spread can

help you with insights into different aspects of your life's current state. The Birthday spread can be used to help you plot a course towards achieving certain goals before your next birthday. And the Past Present Future spread is a three card cast intended to shed light on what is, what was and what will be.

To use the service, customers simply text the word CARD to 83300 to download their personal tarot reader. The download is free, except for the service provider's WAP browsing charge. To demonstrate how comprehensive and intuitive the service is, each customer's first tarot reading is free.

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