



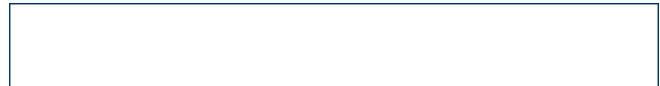


http://www.mobileeurope.co.uk/news_wire/113439/Vodafone_Live!

STAY ALERT! Register now for Mobile Europe keyword alerts and never miss a thing	 INTERVIEW Managing mobile TV subscribers and content partners	 CRYSTAL BALL What's going to be hot (and what's not) in 2008?	 DIGITAL ISSUE Check out the latest issue of Mobile Europe in digital format	
--	---	---	---	---

Mobile Europe - Europe's Wireless Magazine

MOBILE EUROPE



- Home
- News analysis
- News wire
- Mobile World Congress 2008
- Features
- Interviews
- Round tables
- White papers
- MobileEurope.tv
- Magazine
- Free e-newsletter
- Directory
- Events
- Contact us
- Media info

- TOPICS**
- 3G
 - Base Station Antennas
 - Billing / Fraud / Revenue Assurance
 - Messaging
 - Network Infrastructure
 - 3GSM

[Home](#) > [News Wire](#) > [Vodafone Live! selects Tjat for web to mobile messaging](#)

06 December, 2007 11:00 [PRINT](#) [EMAIL](#)

Vodafone Live! selects Tjat for web to mobile messaging

Tjat, a specialist in seamless mobile messaging solutions, has today announced the launch on Vodafone Live! and a deal with Vodafone in the Czech Republic, to provide a hosted messaging portal that will enable mobile users with access to popular internet-based instant messaging, and in the future email, picture and video downloading, uploading and sharing on any device in real-time. After rigorous testing, Vodafone approved and endorsed Tjat's solution, enabling Tjat to approach any of the Vodafone group operators and partner companies within the Live Portal.

Vodafone Czech began testing Tjat's solutions in April 2007, implementing Tjat's services into their internal portal 'Yourmode'. This was such a huge success that Vodafone Czech integrated Tjat into the Global Vodafone portal - Vodafone Live! And at the end of November 2007 offered the service to Czech subscribers.

"The partnership with Tjat has shown immediate benefits with 0 - 7,500 unique users (hits) within the first week with over 7.2 giga bites of data traffic, said David Duron, Consumer Marketing Director at Vodafone Czech Republic. The usage stats are phenomenal and far exceed Vodafone's expectations. Tjat and Vodafone are working together to give users connection to any Mobile messaging service, ultimately delivering a richer experience to customers. By enabling our customers to access IM and other messaging services we are expanding our customers' ability to take advantage of communication choices without the need to download software or upgrade handsets."

Vodafone is set to see a vast increase in mobile data usage as Tjat's browser-based service bridges the gap between the mobile and PC based Internet world by offering access to online Instant Messaging accounts like Yahoo, ICQ and MSN - with communities in excess of 300 million users. As a secure 'client-less' solution it is easy to implement. The benefits include the unique ability to set the service up in the users' native language and the service supports all handsets on any network.

"Mobile Operators will see a dramatic increase in data traffic. Users gain instant access in their native language, on their existing handset and network," said Mr. Gideon Drori, CEO of Tjat.

Share this article with others

[Post to del.icio.us](#)

Comment on this article

[Skip to comments](#)

We encourage users to analyse, comment on and even challenge Mobile Europe's articles, including the one above - 'Vodafone Live! selects Tjat for web to mobile messaging'

Your name

Your email address

Search
mobileeurope.co.uk

[GO](#)

Hot searches

[blyk orga systems](#)
[revenue assurance nokia](#)
[ericsson backhaul](#)
[huawei](#)

Read more about...

[Vodafone Czech Republic Messaging Tjat](#)

Get our news by email

You can have Mobile Europe news sent straight to your inbox either as it is published or, if you prefer, as a regular newsletter.

[Click here to find out more](#)

If you have already registered [log in here](#) to view or update your email settings, or if not, set up a **FREE account**.

Telsis
The Text and Voice Experts

www.telsis.com

http://www.mobileeurope.co.uk/news_wire/113439/Vodafone_Live!

Subject line

Your comment

Submit Comments

User reviews and comments that include profanity or personal attacks or other inappropriate comments or material will be removed from the site.

Additionally, entries that are unsigned or contain "signatures" by someone other than the actual author will be removed. We will take steps to block users who violate any of our posting standards, terms of use or privacy policies or any other policies governing this site.