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South African mobile operator Cell C launches innovative Music Messaging Service, based on the Appload Content Server.

South African mobile operator Cell C on December 4, 2003, launched a new innovative music greeting service, developed by Appload. The service, which is based on the Appload Content Server infrastructure, has been implemented and launched together with Siemens South Africa.

Using the Music Messaging Service customers can listen to the latest chart toppers, classics and more. Users then have the ability to create fun music greetings for friends and family.

The service includes an easy to use voice interface which works across all networks, both fixed and mobile, and caters for both first time users and repeat users. Users may browse the music selection on the phone or lookup music codes on the web beforehand. Customers can personalise the service by creating a personal play list of their favourite songs, and are also able to download ring tones for their favourite music.

With Appload Music Messaging Solution, Cell C has complete control of the service with the ability to let one or more external content providers perform content management, e.g. upload and manage new songs.

“We are excited to launch this service for the South African market together with Cell C”, said Magnus Stomfelt, Director Business Development of Appload, “this project highlights our capability to achieve a very short time to market for new innovative services by building on the Appload Content Server infrastructure. The ACS service development interface is ideal to build this type of content services, and this is the first commercial launch of the extensive in-built Voice XML capabilities of ACS”, he continues.

“Our cooperation on this project with Siemens South Africa has given us invaluable leverage and a local presence out of normal reach for Appload”, said Martin Sjöstrand, Appload CEO, “we look forward to future fruitful cooperation with Siemens on the South African market.”, he added.

Appload Nordic AB is a Swedish based company founded in 2001. The company focuses on developing state-of-the-art, wireless enabling technology and software for over the air (OTA) downloading of mobile content to mobile phones and develops, markets and sells the Appload Content Server (ACS). Appload was one of the very first companies in this arena and ACS was among the first OTA downloading servers in commercial use. The company is owned by the founder team with a minority stake held by Siemens Mobile Acceleration GmbH. For more information please visit: www.apload.com

Cell C (Pty) Ltd is the third cellular operator in South Africa. Cell C (Pty) Ltd is wholly owned by 3C Telecommunications (Pty) Ltd, which in turn is 60% owned by Oger Telecom South Africa, a division of Saudi Oger, and 40% by CellSAf, a black empowerment organisation. Cell C currently has in excess of 2 million mobile subscribers. For more information please visit: www.cellc.co.za