

appload

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Appload moves to the next level of simplicity by launching voice controlled content downloading.

Appload, the Swedish provider of over-the-air content delivery and management technology for wireless carriers, has launched its new innovative Voice based end-user interface to its state-of-the-art Appload Content Server (ACS).

The IVR (Interactive Voice Response) interface enables users of the content downloading service to browse and order mobile media, such as mobile applications, ringtones, and images through an IVR interface.

The Voice based service significantly increases the presence and availability of content downloading, by making cumbersome device settings and content browsing through limited mobile phone screens unnecessary.

"Appload believes that by providing this voice interface in addition to the other user-interfaces already provided by ACS, such as WAP, SMS and WEB we will increase the attractiveness of content downloading and reach new target groups", says Peter Brandstrom, Director Product Management of Appload.

"Knowing we already have the first customer for the voice interface on-board strengthens our belief that this type of cross-media solution is the way forward of making our products even more attractive", adds Magnus Stomfelt, director Business Development.

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.appload.com