

MoMagic Technologies wins Excellence Innovative Mobile VAS Start Up award

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MoMagic Technologies, a Noida based VAS Company and strategic partner for world's leading mobile chipset company MediaTek has bagged the “**Excellence Innovative Mobile VAS Start Up**” category award in the 6th National Telecom Awards.

“The company is just a little above a year old but within this small time period we have established ourselves very well in the VAS industry. The company has developed various types of applications primarily in MediaTek’s Maui Runtime Environment (MRE) for the feature phones and emerging markets and aim to bridge the gap between feature and smart phone, “, said **Arun Gupta CEO and Founder of the MoMagic**.

“**This is just beginning for us. We do believe that with our focused vision and excellent support from our customer, we will achieve many such milestones in future**”, he added.

Major products developed by MoMagic include **Dynamic Handset Portal that provides a gamut of services** ranging from cricket to beauty to health in multiple regional languages. But the most important feature is that server can control service type and also push local content depending on the location of the handset.

Remote Device Access, another very unique application developed allows user to control their phone by changing profile, fetch contacts, reject or divert calls from their misplaced phones just by sending an SMS from any phone.

MoMagic has a huge collection of MRE games that it has worked on individually and with other major mobile game developer. The collection of games is one of the **major attractions for a MRE App Store** that it has developed. It comprises MRE Applications across categories like Utility, Social Networking Sites, Games and Entertainment. **The App store has all the usual features like featuring recent apps, most downloaded applications and supports a download manager with pause/resume capabilities for downloads. It sounds like a one stop solution for everything in MRE.**

“Apart from this the company has worked on various other MRE solutions keeping in mind the emerging market. **Within a year the company has made great strides. We hope that in near future we will see a bunch of more applications that tend to bridge the gap between feature and smart phones**”, Arun Gupta concludes.