

PRESS NOTE:



MoMagic offers Dynamic Handset Portal

New Delhi, India, February 2012:Now a days your handset is not just meant for conversation or for SMSs but it also works a mini encyclopedia to remain updated with everything happening around the world. Be it cricket, lifestyle, travel or news you expect everything from your mobile. This quest for information is eternal and that is why the VAS market today is growing at a hurried pace triggering stiff competition among the service providers.

Keeping the customers day-to-day demands in view, MoMagic Technologies, a company that focuses on mobile platform operation and mobile Internet service for India and other emerging markets has launched a portal called Dynamic Handset Portal (DHP). The company is strategic partner for world's leading mobile chipset company MediaTek Inc. The portal offers the whole gamut of services ranging from cricket to health to beauty, to jokes, to astrology and news. Apart from Hindi and English, it is available in 11 other regional and local languages.

The distinct feature of the portal is that server can control the service type (SMS, IVR, USSD) associated with each menu and defines the Costing and billing. The end users need not remember SMS/USSD/IVR code, and can just push the ICON to get different service. It also identifies which circle the handset was located and pushes local contents and billing code to the handset.

"Consumer is the decision maker for the information delivery language with consumer friendly "Service Discovery System" ensuring that consumer is kept informed on every step. One can avail of the localized services as per one's needs", **said Arun Gupta, CEO and Founder, MoMagic.**
