

AKN MTECH in Thai tie-ups

11 Aug 2003, The Star

KUALA LUMPUR: AKN Messaging Technologies Bhd said it has confirmed service agreements with the three GSM (Global System for Mobile communications) network operators in Thailand that would give it access to 20 million more potential customers.

The three operators and their networks are Advanced Information Service Plc (AIS), Total Access Communication Plc (DTAC) and TA Orange Co Ltd (Orange).

Their subscribers would be able to use and purchase mobile content and applications from AKN MTECH, including polyphonic ringtones, colour animations, picture messages, colour wallpapers, real-time alerts (sports results, etc.), information on demand via SMS and about 30 other mobile related applications.

AKN MTECH said in a statement it would be able to "export" its current offerings in Malaysia over to Thailand -- this includes the ability to reverse charges and provide premium charging downloads and info-on-demand services.

"We are already in the midst of testing our services with AIS, while the agreements with DTAC and Orange were signed today," AKN MTECH managing director Lim Seng Boon said in a statement.

This is in line with the company's aim to garner a total of 50 million accessible subscribers regionally by the end of 2003.

Earlier this month, the Multimedia Super Corridor (MSC) status company signed similar agreements with SingTel and MobileOne Ltd in Singapore, providing access to approximately over 3.5 million mobile subscribers