

# US firm launches mobile content in local market

By PHILIP WAHOME

As Kenyans embrace latest mobile handsets, mobile telephone service providers are coming up with innovative features to make it easy for handset users access information.

Mobile-XL, a California-based technology company, has come up with a mobile application, XLBrowser, that allows mobile phone users to send text messages, chat, and access internet-based information for a fee.

The application is available to anyone with a mobile phone.

The US company has partnered with FoneXpress, a Kenyan retail chain of Information Technology and Communication products and services — mobile phones, laptops, Digital cameras and related products— to supply the local market.

## Local content

Kenya is the first of eight African markets that the company prepares to launch into.

According to the company, Kenya has all the ingredients of a booming telecommunications industry. It also has a rich culture which means it is rich with content that will be offered through text messages

for a premium.

On a phone fitted with the XLBrowser, a user's command is translated into an SMS and sent to the Mobile-XL content server.

A reply is then generated and sent back to the mobile phone, where the XI\_Browser formats and displays the response directly on the handset.

## Digital divide

"The addition of the XL-Browser mobile phone application to our lineup makes it easier for FoneExpress to provide its customers with value addition to boost its sales," said Faiza Kana, of FoneXpress.

"We are committed to offering products and services to our customers and we believe the XI-Browser enhances our current product offering."

"This release brings Mobile-XL closer to realising its goal of bridging the digital divide and believe we are well positioned to make the Kenya launch successful by reaching the broadest audience," said Guy Kamgaing-Kouam, CEO of Mobile-XL.

The XI-Browser's interface will allow users to easily select and instantly receive information, news, sports, finance, entertainment, games and music.