

## **Mofokom launch Private Classifieds Mobile phone app – Press Release**

*01/03/05 Wellington NZ*

An innovative piece of software was released onto the market by technology company Mofokom “delivering fun and practical solutions to mobile phone holders” the CTO Warren Crossing said.

The Classifieds is an application to allow phone holders to buy and sell their privately used goods, conveniently using technologies such as SMS, Multimedia and Java. “We are taking advantage of convergence on these devices of internet communications and multimedia to bring some fun value to the mobile audience” - CTO Warren Crossing

The carriers will also feel the advantage - “While the application is data centric there is significant spin off SMS and voice traffic, which attract revenue hungry telcos, we are being realistic and keeping our varied distribution channels happy” - Mofokom marketing manager Justyna Jurczak said.

The business model, designed by CFO Helen Crossing and board members Gareth Elliot, makes the general features of the site available to everyone. High use and commercial features create per use charges for authenticated users, and subscribers are encouraged to activate features by buying an activation license. “We have the best of the freeware, shareware and commercial license environments”

When asked about competition from industry leader such as telstra, googles adwords or ebay and other trade and exchange style sites, “The classifieds is specifically designed to require the type of computer we ALL carry around in our pocket, that's the huge advantage, mobility and integration.” CTO Warren Crossing.

Major obstacles had to be overcome in order to deliver this product to market, such as device incompatibilities and vendor specific requirements all bundled with a restrictive research and development budget, but don't worry as the CTO Warren Crossing promises, “There are a hell of a lot more opportunities for this this style of application, we hope to take the consumer on a fun ride with this sort of technology”

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