

Symbioun Showcases Revv Mobile at MAC'09

Chennai, November 12, 2009:

Symbioun Mobile had an exciting debut at the Mobile Application Conference '09 (MAC) held in Bangalore on the 31st Oct 2009. The MAC also provided Symbioun Mobile, a leader in integrated solutions for mobile commerce, a fitting platform to introduce its mobile commerce solution- Revv Mobile to its target audience .

With a mobile phone fast becoming the perfect medium to reach the consumer on the move, a product like Revv Mobile is designed to help retailers engage with the consumers via mobile coupons, mobile brochures, mobile promotion exchange and more. Revv Mobile enables a rich continuous engagement of a consumer with its merchant: From advertisements to promotions to discounts to coupons to purchasing and payment for a transaction and to store and inquire history of transactions for better returns management and customer service.

Shankar Janakiraman, CEO of Symbioun's India development centre, who was a part of the panel discussion on Mobile Marketing at the MAC'09, affirms that "The MAC'09 attracted emerging players in the mobile technology domain in India and served as the right occasion to showcase Revv Mobile. The potential for promotional marketing using a mobile phone that Symbioun is spearheading in the US market is in a rather incipient stage in India. However, the country is in for a significant transformation at a rapid pace with adoption of mobile technology across the population. The time is ripe for non-spam, opt-in driven mobile marketing messages that provide customers savings, with convenience, and for merchants the reach, relevance and control over marketing. "

About Symbioun Mobile

Symbioun is a Software Product Engineering service provider with a successful track record of over 5 years. We build software products for Startups, established Independent Software Vendors (ISVs), and Fortune 1000 companies. Symbioun has significant domain expertise in eLearning, Mobile Platforms, and Social Media segments. For more information on Symbioun go to www.symbiountech.com

About MAC'09

The Mobile App Conference'09 was organized by Silicon India to explore the new opportunities that are emerging and ask questions of the industry leaders on where the industry is headed and how entrepreneurs and developers can take advantage. The conference attracted over 1000 mobile developers, investors, executives, entrepreneurs, marketers, carriers, content developers and aggregators. For more information go to www.siliconindia.com/mobileconference/

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