

MediaRing launches Spicei2i brand, unveils transformation

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Asian IP communications services provider MediaRing is transforming itself from an IP services company to a mobile internet service provider. The company has launched a new brand 'Spicei2i', which integrates MediaRing into Spice Global Network. MediaRing plans to change its company name to one that reflects the new business direction, which is set to be confirmed in April this year. In line with its growth plans, MediaRing has acquired a business process outsourcing (BPO) specialist and an information technology company. MediaRing is also embarking on the distribution of the mobile handsets. With the launch of Spicei2i, the company will be rolling out its first range of mobile products and services under the new brand. This includes S Connect (a VoIP call-connect service for mobile users), music application downloads, as well as Spice mobile handsets which will be fully compatible with the Spicei2i software and services. The new services are also available for use with Nokia E and N series mobile phones. Products compatible with Windows Mobile, Google Android, Blackberry and iPhone operating systems are in the final stage of development and will be introduced by the end of the first quarter.