

AOL testing mobile search services

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America Online Inc. announced Wednesday that it is testing a suite of new mobile search services.

Once launched the service will give mobile-phone users access to AOL's Pinpoint, Shopping Search and Yellow Pages. Now available as a public beta test, the AOL Mobile Search Services let users search the Web, comparison shop for products and access local listings from their mobile phones, smartphones and PDAs, the company said in a news release.

"At AOL, we are committed to providing people with easy access to the full range of information and services available on the Internet wherever they may go," said Himesh Bhise, vice president and general manager, AOL Mobile, America Online Inc. "That's why we have 'Right-Sized the Internet' for mobile screens, giving users the power to search or shop for anything they need."

The company said the Mobile AOL Search Service gives users the ability to search the Web using any word or phrase. The company also said that Pinpoint Shopping is AOL's new shopping search service that gives users a fast and easy way to find and compare features and prices for millions of products from thousands of online merchants. Also, according to the company, Mobile AOL Yellow Pages gives users the ability to search for local listings and to take immediate action on their search results. By clicking on listings, users can place a call to the local businesses they are seeking and instantly access a relevant MapQuest map with directions.

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