

Logia signs first East Asian contract

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Israeli mobile content provider Logia has made its first sale in East Asia, the company reported Monday.

Logia and InterChan, Taiwan's largest wireless application service provider with 2.3 million subscribers, signed a contract for a suite of mobile content services and applications.

The content is centered around five areas: music, communities, mobile Internet, games and children. Logia said in a statement that these were "key revenue generating" areas.

Chat capabilities and dating services will be part of the community domain, Logia said. The music area will include "a tailored subset of streetune.com," Logia's music Web site, and "Mobile Jukebox," a java application designed to manage "mobile handset music files."

"The sale proves that our expertise in the industry can substantially enhance the mobile content in any international market segment," the statement quoted Logia CEO Jacob "Kobi" Marenko as saying.

InterChan's chief marketing officer, Cecilia Cheng, added via the statement: "We chose Logia to provide InterChan with mobile content services and applications since the company's creativity and expertise have a proven value in increasing revenue."

In Israel, Logia handles content for cellular provider Cellcom. Logia was also behind Cellcom's much-hyped mobile Internet foray, iMode, which

has since flopped in the Israeli market.

At the end of January, under the headline "iMode in die mode," the Israeli business newspaper Globes offered an obituary for the mobile application. "Cellcom's new management just doesn't believe in the expensively-acquired platform," correspondent Guy Hadas wrote.

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