

Braxada launched as world wireless conduit

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RadioShack and three other companies have formed a new commercial alliance that will serve as a worldwide retail supplier of wireless handsets.

BRAXADA Telecom also includes Denmark's Dangaard, Axiom Telecom, which is based in the Middle East, and Brightstar Corp., a U.S.-based supply-chain provider for the wireless industry.

The new company plans to become a major conduit for getting new wireless products to the global retail market as quickly as possible.

"The scale and scope of BRAXADA Telecom, and our members' expertise in the markets they serve, make a powerful alliance that will be focused on accelerating wireless worldwide," Brightstar Chief Executive Officer R. Marcelo Claire said Monday.

BRAXADA boasts extensive purchasing power in the wireless industry and reaches more than 70,000 points of sale in 52 countries.

The four founding companies said in a statement that they hoped to recruit other firms into the BRAXADA alliance.

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