

In Brief: Chinese newspaper gets mobile domain

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Cgogo Technology Co. Ltd. launched Thursday the Mobile Beijing Technology Newspaper, a mobile newspaper with its own independent domain name on a WAP network.

According to the mobile search provider, this is the first mobile newspaper of its kind, who is partnering the venture with Beijing Technology Newspaper.

"As the largest and earliest mobile search provider for businesses, Cgogo has accumulated vast experience in mobile media and has developed strong technical capabilities in mobile search," Cgogo Chief Executive Officer Zhu Bo said. "Based on Cgogo's Mobile Search WAP site, the Mobile Beijing Technology Newspaper will extensively cover domestic users."

Users must log into their mobile WAP site and input WAP.BEIKEBAO.COM, which is currently free to read for mobile subscribers.

"The mobile newspaper is a sign of the digital revolution of traditional media," added Zhao Yinghua, chief editor of Beijing Technology Newspaper. "According to the version of Beijing Technology Newspaper, it is divided into three different parts, namely discovery, spirit and living. Moreover, mobile users can interact with the newspaper by leaving messages. For the near future, users may also read archived contents and forthcoming activities of Beijing Technology Newspaper

on the site."

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