

M1 Singapore Chooses InfoGin

by: Bena Roberts Tuesday, June 17th, 2008

MobileSurf powered by InfoGin is coming to M1 in Singapore. Basically the service will enable content adaption services so all mobile devices will be able to "surf real sites".

From the Press Release

"M1 is proud to be the first operator in Singapore to offer its customers true Web browsing experiences on their mobile phones," said **P. Subramaniam, Chief Marketing Officer of M1**. "With the launch of Mobile Surf, M1 customers can now access the Internet from any WAP-enabled mobile device anywhere and anytime. Striving to be the island's most innovative mobile operator, Singaporeans can definitely look to M1 for more exciting new services that will complement their mobile lifestyles."

"We are very pleased to be launching a complete Web to mobile content & functionality adaptation solution in a market that is of strategic importance to InfoGin," said **Eran Wyler, CEO & Founder of InfoGin**. "The mobile market in Singapore is an early adopter market and as such sets the pace and trend for the entire region. We are therefore extremely pleased that M1 has chosen InfoGin after examining a number of other solutions. We are confident that the new service will further strengthen M1's position in Singapore as a leading operator of innovative services."

What we think?

We have followed InfoGin since launch and I am surprised that the company has been purchased yet. But with my new focus on Mobile SEO - I need to speak to InfoGin again about the way in which the company repositions the web and the effect on Mobile SEO if there is one.

But apart from that - well done! I remember when InfoGin only had four clients!

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