

Press Clipping

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RCOM LAUNCHES mVDO FOR MOBILE USERS

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NEW DELHI: Reliance Communications (RCOM) on Monday announced launch of mVDO service that will allow its subscribers to watch, share, search and upload video on their mobile phones.

The download feature makes videos optimised; converting them at the backend, so that users can receive videos in a format that are played on most of the handsets available in the market.

The service would be available to users through subscription offer at various price points for different periods of validity. The highest tariff would be Re 1 per day.

“The number of video enabled phones today far exceeds Internet Users,” said Krishna Durba, Head - VAS, Reliance Communications (RCOM).

“Users today are extremely mobile and like having access to information and entertainment on-the-go. A platform like mVDO enables downloads, uploads and impromptu sharing - which is the need of customers today.”