Vodacom launches Mobile Developers Zone

Leading cellular network operator Vodacom today launched the Vodacom Developer Zone, an Internet-based SMS and MMS (multimedia message service) application development platform, providing a unique environmen for developers, entrepreneurs and businesses.

Powered by global mobile messaging leader Clickatell, www.vodazone.co.za will enable developers of mobile applications t use the site to register, connect, test and deploy their SMS application or service in real-time.

The site also aims to provide the creators of mobile applications with an environment to cater for all their development nee by offering easy access to documentation, information, software and support.

"The launch of the Vodacom Developer Zone means that we are now able to offer developers, the opportunity to interface with Vodacom through a simplified process, allowing immediate SMS integration" said Mr Mthobi Tyamzashe, Vodacom's Group Executive – Corporate Affairs.

He added that having a web-contained environment would stimulate growth in the local developer community. Access to mobile data services such as alerts, mobile marketing, mobile content and premium-rated messaging has already benefite society and will continue to add value as we will be able to transact more, using our mobile phones.

The new site includes a wide variety of benefits, including an advanced IP-based interface, that allows real-time connectiv to Vodacom's SMSC (Short Message Service Centre) and MMSC (Multi-Media Messaging Service Centre) infrastructure, allowing for real-time product testing, in a controlled and managed environment. The site will benefit from management by Clickatell, which boasts user-friendly interfaces and 4 500 existing active developers.

"Clickatell has always believed that mobile messaging enablement is the key to the development and adoption of mobile da services, and it is important to enable Application Service Providers, schools, universities, developer communities and businesses with an intelligent front-end to local mobile operators," Says Pieter de Villiers, CEO of Clickatell.

"We have always maintained a strong belief that the next 'killer' application is most likely to come from one of several thousand imaginative developers 'out there', or rather a suite of applications aimed at specific communities to provide a decent value proposition. With the launch of the Vodacom Development Zone, that imaginative developer who changes ou lives for the better might be South African."

The Vodacom Developer Zone will also allow Vodacom to select the "best of class" solutions for inclusion in a unique and innovative 3rd Party Application Showcase, from where partnership, distribution and commercialisation deals may be forg To view, register and find out more information on Vodacom's Developer zone, go to www.vodazone.co.za.

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