

## Nimbuzz goes beyond Skype - launches comprehensive Mobile VoIP & IM Solution, and brings voice to Social Networks

Nimbuzz ([www.nimbuzz.com](http://www.nimbuzz.com)) today announces the launch of an application to provide mobile users and online communities with 'free calls, chat and more.' Nimbuzz offers an all-in-one solution for free mobile VoIP calling, conference calling, instant messaging, chat and group chat, and photo and file sending across multiple IM communities, including Skype, MSN, Google Talk, Yahoo!, AIM, Jabber and ICQ, plus 23 social networks, including Facebook and Myspace.

Once users download the Nimbuzz application for the mobile and register as a new user, contacts from their selected IM communities are aggregated into a single contact list with icons indicating real-time 'presence' - which contacts are online or offline and from which communities.

'Everyone loves Skype (on the PC). But when it comes to the mobile, we believe we offer a better solution,' said Tariq Dag Steinberg Khan, the London-based Chief Marketing Officer for Nimbuzz. 'Nimbuzz works across all the major communities and on more than 500 handsets worldwide. With this news release, we now also have a genuine free mobile VoIP solution that works on more than 90 handsets including Nokia, Samsung and LG.'

The new Nimbuzz mobile VoIP application works worldwide on Nokia Symbian Series 60 devices when connected using a 3G or Wifi network (with a Windows Mobile offering for release in June). For GPRS/EDGE connections, or when using Java-enabled phones, Nimbuzz also offers its 'hybrid-VoIP' solution (as used by Skype) - for making international mobile calls at local dial-in cost - in as many as 50 countries.

Nimbuzz is free to download and easy-to-use, but data usage is subject to network operator rates when used on the mobile, unless using a flat-rate data plan.

'The good news is that mobile data costs are coming down dramatically. Flat-rate data plans didn't exist last year (in Europe), now they're everywhere. This makes using Nimbuzz the closest thing to free communication there is,' explains Tariq. 'Apps like Nimbuzz are accelerating the uptake of mobile data plans. This is a big win for consumers and network operators alike, and as such, a big focus (for them going forward). As a result, we are in the process of building some important win-win relationships with forward-thinking operators and strategic partners across Europe, and would now like to do the same here in the UK.'

On the social networking front, Nimbuzz is breaking new ground by bringing voice and mobile chat to social networks. The new six-button *Communicator* widget brings free calling, chat, text and voice messaging and file sending to social networks, email signatures and personal websites or blogs. Also introduced is the unique 'buzz' feature which alerts your friends 'offline' to join you online for a call or chat.

Funded by Mangrove Capital Partners, the original Skype investor, and staffed by award-winning developers and industry experts, Nimbuzz is bringing to the mobile and to social networks what Skype pioneered for the PC. Nimbuzz has already attracted more than 500,000 registered users, with 25% active per month, and is generating more than 1 million logins per week, despite the product still being developed.

'Our users drive our development - so even with what we think is a great product, it always feels like we're in beta. The truth is, we wouldn't be innovating fast enough if we weren't,' adds Tariq. 'With users from 176 countries - or 90% of the world - it's easy to see why. There is remarkable consumer appetite out there, worldwide, and the industry tailwinds are picking up pace. We are grateful for our pre-launch momentum and look forward to announcing some exciting new products, features and strategic partnerships with key operators and social networks over the summer.'

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