

[February 17, 2009]

'Turkcell to adopt Novarra's mobile web platform Vision'

Feb 17, 2009 (DMEUROPE via COMTEX) -- Turkcell has awarded a contract to internet mobility company Novarra to integrate Novarra's mobile internet platform Vision with Turkcell's mobile platform. Novarra's Vision platform provides customers with web access to websites of their choice and includes advanced usability options such as SmartNav and Snapshot view. On top of that, Novarra's Visionmobile internet platform enables Turkcell to understand customer usage trends and behaviors to enhance the service. The operator-grade Vision server is an integral network component for web content transformation, network acceleration, content optimisation and device specific customisation. Novarra's Mobile Dashboard includes one-click links to popular sites, webmail and search.

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