

ZoMedia ties up with ColourZip



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- **ZoMedia & ColorZip enter partnership**
- **Aims to boost advertising offerings**
- **ColourZip launched Singapore 2007**

Singapore - ZoMedia has joined hands with ColorZip Southeast Asia to boost its advertising offerings in Singapore.

ColorZip launched their service in Singapore in 2007 with SPH Newmedia under the brand ZapCode™. The service allows users to access almost any kind of content from the internet onto their mobile phones. There are currently 319 mobile phone models compatible with the ColorCam™ software in Singapore.

"The mix of our widely-spread print media with ZapCodes' technological features will greatly enhance our scope of service to advertisers and marketers," Pierre Perrett, managing director of ZoMedia, said.

"Since the earliest days of SMS and internet marketing, we have found that web-based and on-line marketing tools, as well as telecoms and other technology-based channels, work best when they gain traction through interactive and pervasive print media such as ZoCard and Navigator," he added.