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Raketu enables free long distance for Windows Mobile

By Reva McEachern

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Raketu enables free or low cost long distance

Long distance service provider Raketu is cutting the wires on its VoIP technology with a new native application that lets Windows Mobile users make cheap phone calls to anywhere.

Pre-paid customers of Raketu's desktop based "RakOut" computer-to-phone VoIP services get 1,200 minutes of free calling each month, whether they are dialing from PC to landline or

mobile phone. Users can now access the same service via mobile device in more than 42 countries.

"We're releasing the native Raketu application itself, which means you download it and take advantage of the entire Raketu suite," said Greg Parker, CEO of Raketu, New York.



Raketu's technology integrates communication, entertainment and information services. In addition to VoIP, it offers email, SMS, ipTV and instant-messaging services.

Its native Windows Mobile version, which can be downloaded at www.Raketu.com, enables smartphone users that run the PPC2003, WinMobile5 and 6 operating systems to make free VoIP calls, send instant messages, SMS-text messages and email from their handset.

Raketu can be used by consumers and enterprise users. It offers prepaid packages starting at \$9.95. Once a customer uses minutes in excess of 1,200, it deducts funds from a prepaid account that the user sets up online at Raketu.com or Raketu.mobi.

Mr. Parker said that Raketu was always focused on the potential of the mobile channel. In 2007, the market showed signs of readiness.

"We waited and what we found was last year there was a tremendous growth and hunger by the mobile world in Europe and Asia for reduced rates for alternatives to standard carriers," he said.

The 2007 release of Apple's iPhone and updated Windows Mobile handsets provided Raketu the means to rollout its mobile initiative, Mr. Parker said.

Raketu launched a special iPhone version in December, which

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enabled iPhone users to login to iPhone.raketu.com and make phone calls, send text messages, manage a profile and buy credits for Raketu services.

The same quarter the company released a version of Raketu for BlackBerry users.

Raketu claims its service has been downloaded more than 2.5 million times since its debut.

The company also plans to move its IPTV offering into the mobile sphere this year. It currently streams 30 channels online. The mobile offering will include in-line advertisements in the form of 1 to 2 minute pre- and post roll video messages.

Raketu does not support an ad-based model for its VoIP offering. It makes margin on SMS text messages and pay-for calls. More than 97 percent of its customers continue on to use the paid services, per Mr. Parker.

"There are virtually none that don't use the pay-for service," he said.

Staff Reporter Reva McEachern covers carrier networks, email, gaming, legal/privacy, manufacturers and messaging. Reach her at reva@mobilemarketer.com.

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