BlackBerry Reseller Featured Articles

June 11, 2008
BlackBerry to See Web-Based Social Networking App from Raketu

By Anshu Shrivastava, TMCnet Contributing Editor

Raketu Debuts Mobile Social Networking Integrated with VoIP and Communications Services for BlackBerry (News - Alert) Users

Raketu, an Internet communications, information, entertainment, and social networking company, today announced the launch of its social networking integrated communications Web application for the BlackBerry.

An entirely Web-based offering, Raketu's new BlackBerry application enables users of BlackBerry to participate and share with their friends, family and business colleagues, both inside and outside of the Raketu network.

This application requires no software download, according to Raketu's officials.

The new solution enables users to add and participate in blogs, bulletins, comments, groups, and friends' community, both through Raketu's real-time communications and conventional social networking, according to the company. Also, Raketu allows sharing with other social networks, such as Facebook and MySpace (News - Alert), company officials say.

Officials said that users can also store and share their media, a feature designed to make it easier to take pictures or videos on their mobiles, and they can save them on Raketu and share them with anyone whether they are on Raketu or not.

In addition, from within the BlackBerry application, users can make international calls, sms-text, instant message, and email for free or for a charge, officials said.

Raketu also provides the Raketu Media Drive, that allows users to store and share their user generated content, pictures, videos, and more, company officials say.

"With the introduction of our Social Networking and Media Drive BlackBerry Application, it marks the movement from traditional closed social networks, to open real-time mobile communications social networking," said Greg Parker (News - Alert), president and chief executive officer at Raketu.

Parker said that the new application now makes it possible for desktop and mobile users to social network, contribute content, save their pictures, and share and discuss in real-time both inside and outside of the Raketu network, and this is in addition to our integrated calling, sms-texting, instant messaging, and media services.

Anshu Shrivastava is a contributing editor for TMCnet. To read more of Anshu's articles, please visit her columnist page.

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