



Celcom Now Offers Secured Communications with Launch of Zipit Chat

Published on September 23, 2015 by Victor Yap

Communications these days are usually carried out on unsecured or preliminary secured channels that it has become second nature for all to not really question its viability. Celcom, in following up with its promise to launch more services that go beyond its telco business after it pulled off an industry-first with its XPAX Magic SIM, rolled out its own innovative mobile security application, called Zipit Chat.

This proprietary program, 100% developed in Malaysia, is a highly secured system that consists of features that will ensure users can preserve and safeguard their conversational content, messages, email, and phone back information.

Key features used on Zipit Chat includes Secured Notes – a feature that packs in 164-character encryption for every alphabet keyed in; self-deleting messages; and Invisible Mode – an option that keeps this app hidden at all times. The latter can only be accessed via configured user password.



“What we are doing here is truly a breath of fresh air for Celcom and for the Malaysian telco space. By all accounts, Celcom is moving into security territory as we believe all forms of communications that run through our network are, on many levels, considered as sensitive and highly classified. Thus, these sort of content should be safeguarded and protected against unwarranted disclosure. This is where Zipit Chat plays an important role as it will provide our customers with a comprehensive level of confidentiality for their communications and personal details,” said Zalman Aefendy Zainal Abidin, Chief Marketing and Sales Officer, Celcom Axiata Berhad.



The encryption used on Zipit Chat was developed in Malaysia through the close collaboration of Celcom and mTouche. In wanting to show that it is not to be underestimated, Celcom organised

a massive hacking event that offered a RM100,000 cash prize for anyone who managed to break into the Zipit Chat protective system.

According to Zalman, while 18 million showed interest in participating, 70,000 signed up. Of those that registered, only 74 got close but still did not succeed in breaking into Zipit Chat.



“It’s very hard for us as we really wanted to part with this RM100,000 cash prize. Unfortunately, to-date no one could step up. In fact, I told mTouche that if anyone managed to beat the system, we would not have launched Zipit Chat then. Thankfully that wasn’t the case. However, this does not mean we stop here as we are continuously looking to improve what we are offering now to ensure nothing gets in,” he added.

Celcom is also looking into other protective offerings that go beyond the bounds of Zipit Chat. Of course, Zalman makes it clear that the new app is the primary focus for the telco at this point in time.

While Zipit Chat is now out on [Google Play](#) for RM10 and will be rolling onto iOS devices in a month’s time, Celcom is offering it for free now for all to download and try. For non-Celcom users, the cut-off date for this deal is on 23 October 2015. Celcom users, meanwhile, can download this app for free until 23 November 2015. In wanting to sweeten the deal for the

XPAX Magic SIM Free Internet Burung Hantu offer, Celcom is also bundling the app together with this package. This updated plan will be on-going until 22 November 2015.

