

Celcom launch Zipit Chat



ZIPIT CHAT

A secured communication **mobile application for Android and iOS platforms based on the AES-256 military grade encryption technology called Zipit Chat**, has been launched and now live for commercial download.



It is a product developed 100% by Malaysian R & D engineers in Malaysia and it is collaboration between **mTouche Technology Bhd.** and **Celcom**.

As part of the campaign to the official launch, Celcom did a Hackerton to entice the interest on the feature of this applications, which is about secured messaging. The online campaign reached 18 million viewers and 17,000 registered

to participate in the challenge to hack the messages, which provided a prize of RM100,000 in cash.



None succeeded!

Hence, the encryption feature of the secured messaging application which enables subscribers to have a tamper-proof communication through sms, chat, e mail and voice-over-internet-protocol (VOIP), is the main selling point of the online product.



How it works

- In one-to-one communication, there is a mutual key exchange between sender and receiver using RSA algorithm.

Any 3rd party will not be able to decrypt the messages without the key. All messages communicated via Zipit Chat use 256-bit AES encryption technology.

- In Group chats, a mutual shared key within a group is used to encrypt and decrypt messages communicated via the group channel.
- In all the communication, only encrypted data will be sent via the line. Even if there is an interception during transmission, all they get is gibberish because they do not have the key to decrypt the actual message.
- Zipit Chat also enables secure notes feature where users can keep their sensitive data encrypted in the application.

Think of it as a physical safe that keeps all the private and confidential files, locked with a padlock, and the rightful owner has the lock to open it.

Soon, it is expected that Celcom would bundle the application in some of the plans.



The launch and officiating of the Zipit Chat was done by Celcom Chief Marketing Officer Zalman Affendy Zainal Abidin and the Branding Team. The event was graced by Celcom CEO Dato' Sri Shazalli Ramly.



This is a new milestone for Malaysians to communicate securely and with a lot of comfort.