



Celcom Axiata chief marketing and sales officer **Zalman Afendy Zainal Abidin** (centre), mTouche Technology Bhd group CEO **Zakhir Mohamed** (fifth from left), Celcom Axiata CEO **Datuk Seri Shazalli Ramly** (second from right) and other executives at the launch of Zipit Chat yesterday. Pic by Rosela Ismail

## Zipit Chat another revenue stream for Celcom Axiata

**MUHAMMED AHMAD HAMDAN**

**KUALA LUMPUR:** Celcom Axiata Bhd has added a new revenue stream to its non-voice business segment with the introduction of its new mobile security application "Zipit Chat".

Its chief marketing and sales officer Zalman Afendy Zainal Abidin said the app, which has a user fee of RM10 a month, was a partnership project with ACE-listed mTouche Technology Bhd.

"We aim to have a subscriber base of 100,000 users by the end of next year," he said after the launch, here, yesterday.

"The agreement with mTouche is based on a revenue sharing model whereby the partner manages all the system deployment. We just integrate it into Celcom," he added.

Zalman said Zipit would allow users to have a two-way communication in all forms with security features like "self-destruct" as well as "invisible", which puts conversation in stealth mode.

He said all the messages and notes within the app would be encrypted using the Advanced Encryption Standards 256 encryption, which is one of the strongest encryption

methods available.

"The app allows communication via chat, voice over Internet protocol (VoIP) call, images and email attachments to be sent in an encrypted format, thereby ensuring a secure way for messages and information to be exchanged securely between devices.

"Celcom is moving into security territory as we believe all forms of communication that run through our network are on many levels considered sensitive and highly classified.

"Therefore, this 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," he added.

Zipit Chat is now available on Google Play and the iOS version will be available for download next month.

In conjunction with the launch, Celcom is offering the service for free until November 22 for Celcom subscribers, and is free till October 22 for non-Celcom subscribers.