

<http://www.pocket-lint.com/news/13727/vtap-mobile-internet-tool-launched>

New mobile video search service launched

Tool for sorting video content

by Katie Scott published on 1 April 2008

A new tool has been launched to help mobile phone users get more out of their internet services.

vtap is claimed to be the first ever mobile web video service that allow mobile phone users to get access to videos that reflect their interests.

Consumers can register their interest by setting up a vtap feed or can link to their Facebook or MySpace profiles.

Users can share their feeds with friends and view their friends' feeds, both via vtap feed and via their social networks.

vtap also offers an index of more than 150 million clips.

Murali Aravamudan, founder and CEO of Veveo, the company behind the service explains: "Video is the future of the mobile internet - users will soon turn to video, not text, for the majority of their entertainment and information needs".

"Just as mobile email is now an everyday habit for many consumers, we believe that consumers all over the world we will soon develop a daily mobile video habit."

