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Orange announces eBay partnership

Fast access to watched items and bidding on the go

by Amy-Mae Elliott published on 3 April 2008

Orange has announced it will provide the eBay online auction service on a range of Orange "Signature" devices, the first jointly branded application to be offered.

The eBay application will allow Orange customers to manage bids and view new listings via the Signature homescreen.

With the team-up, Orange customers will have fast access to their "watching" and "bidding" lists to ensure they don't miss out when on the move.

Orange says in the future, the partnership will offer even more to eBayers sending outbid alerts and other updates directly to customers.

"By introducing eBay to Orange Signature devices, the mobile phone is more useful than ever before and our subscribers will not have to compromise between their online and mobile bidding experience", said an Orange exec.

