

First News Briefs: Educase-ALU, Celltick, Mobetize, Straight Talk

Wireless Week Staff

Educase - Alcatel-Lucent today unveiled enhancements of its enterprise solutions portfolio with the launch of its Unified Access approach for both wired and wireless networks. Alcatel-Lucent's Unified Access is a converged wired and wireless solution to address networking challenges, management complexity and offer a consistent user experience. It comprises a set of secure BYOD ("bring your own device") services that enables employees and customers to use corporate or personal, wired or wireless devices on the enterprise network, while the enhancements also help simplify IT operations, improving security and protecting the business' investments.

Celltick today announced its partnership with iG, a service provider in Latin America, to deliver a more engaging mobile experience to its 35 million viewers in Brazil via the start screen. With iG Start, Celltick says users will be able to get the iG content that they love, as soon as they engage with their Android phone.

Mobetize Corp., a mobile money enabler offering partners technologies for digital and mobile commerce payment solutions, today announced the appointment of international money-transfer leader Hugo Cuevas-Mohr as an advisor to the company.

Straight Talk Wireless donated over \$1,000,000 to Make-A-Wish today as a result of the "Give A Minute, Help Make-A-Wish" program. During the month of September, Straight Talk Wireless donated \$1 to Make-A-Wish for every consumer who took a minute to learn about Straight Talk at over 3,000 Walmart stores nationwide. In-store participation by hundreds of thousands of consumers along with a social sharing effort made it possible to donate over \$1,000,000 to Make-A-Wish to help grant wishes for children with life threatening medical conditions.

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