FirstNews Briefs: AT&T, Alcatel-Lucent, Hipcricket, Nokia, Celtra

Wireless Week Staff

AT&T and **Alcatel-Lucent Enterprise** are introducing a "Connected Bus" solution. Available nationwide today, Connected Bus is using wireless technology, AT&T's 4G LTE network and devices to increase students' access to information, instruction and teachers. With onboard Wi-Fi, students can access the Internet on their own devices.

Hipcricket today announced the launch of its new program that enables advertisers and publishers to increase customer engagement and conversion by covering mobile data fees customers accrue when accessing branded content. The program is now available to eligible AT&T postpaid and session-based smartphone and tablet users in the United States.

Nokia Networks today announced the Kuwait-first successful Voice over LTE (VoLTE) call using **Zain**’s commercial LTE network. For the live HD (high-definition) voice call and video capability, Nokia Networks used its VoLTE solution to successfully conduct the project which involved making and receiving HD voice calls while accessing data services over the LTE network.

Celtra today announced the release of the new AdCreator analytics which includes cross-screen viewability metrics, accidental ad expansion tracking and performance benchmarking. Celtra provides viewability metrics on both in-app and mobile web environments, with viewability supported across all screens including smartphones, tablets and desktop. This unique ability to unify metrics across all devices signifies a vital step towards the realization of a cross-screen display advertising era of actionable and relevant campaign measuring.

Royal Philips and **salesforce.com** today announced a strategic alliance to deliver an open, cloud-based healthcare platform, leveraging Philips’ medical technology, clinical applications and clinical informatics and salesforce.com’s enterprise cloud computing and customer engagement. Patient relationship management will be at the center of the envisioned platform, allowing caregivers to collaborate.

Celltick, a provider of mobile initiated commerce, today announced its partnership with Gionee, a manufacturer of Android devices. Celltick will create a custom interface based on Start for Gionee devices. Celltick’s Start is an intelligent Android interface, providing personalized functionality so Android users can get what they need from the first screen of their phone.

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