

Mobiles could soon sport social address books

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AS 3G arrives and powerful handsets make their way into the market, a new mobile value-added service is poised to redefine the contact list: Social address books are round the corner, that will integrate contacts on the mobile phones with those on social networks.

"There are two trends in the communication domain at the moment, namely a lot of activity among social groups on the internet and a parallel

contact group being kept alive through the mobile contact list," says Mouli Raman, CTO and co-founder of mobile value-added services player OnMobile, who predicts that these two groups would soon integrate.

Raman says what is about to happen is a social address book that will bring together a user's contacts on social networking sites and the contact list on the mobile phone, for a dynamic contact list, enabling individuals to keep in touch with all of their contacts, while on the move.

What it also does away with is the need to have different logins for social networking sites, because all of one's contacts are accessible through the mobile platform in the social address book.

Raman says the product has significant appeal for both users and mobile operators. On the consumer side, the ease of communicating with all of one's contacts on the mobile platform is the key attraction, while mobile operators could profitably leverage their subscriber base.

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