

MWEB puts new focus on mobile Internet

In response to the developing trend of mobile Internet usage in South Africa, MWEB, this week announced a new division tasked with managing every aspect of customers' Internet connectivity through mobile devices.



Called MWEB Mobile, the new division will be headed up by Natalie Thayer and will focus its mobile offering on smart phone devices bundled with voice and data packages for users who want Internet connectivity on the go.

“Connected consumers and business users increasingly need information at their fingertips and are more likely to use their smart phone to find information online, than wait until they can access a PC or laptop,” says Thayer. “Being able to do business and remain productive when away from the office is important to this market, and smart phone devices, which can synchronize e-mail, calendars and contacts, enable these users to work from anywhere.”

Recent research into mobile phone usage in South Africa by international cell phone browser company Opera Software has shown that some 9 million people already access the Internet via their mobile phones with numbers set to expand rapidly in coming years.

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