# Tourism Services via SMS

Kuala Lumpur, 24th June 2003 AKN Messaging Technologies Bhd (AKN MTECH) said it has signed an agreement with Virtual Malaysia.com Sdn Bhd to build SMS Interactive Messaging Platform (IMP) solutions to enable one-way and interactive communications for its Virtual Malaysia tourism service.

Financial terms of the deal were not disclosed.

AKN MTECH is a Multimedia Super Corridor (MSC) status mobile content and applications service provider, while Virtual Malaysia.com develops content and IT services using interactive multimedia and digital imaging technologies. Virtual Malaysia (www.virtualmalaysia.com) is a project initiated by Virtual Malaysia.com to promote Malaysia as a tourist destination using information technology, AKN MTECH said in a statement

It is positioning itself not just as a tourism portal but also provides tourist, hoteliers and others with updated information.

AKN MTECH's Interactive Messaging Platform (IMP) is a suite of applications that it claimed enables companies to launch one-way and interactive mobile services utilizing SMS (short message service).

Interactive Platform: AKN MTECH will build SMS Interactive Messaging Platform solutions to enable one-way and interactive communications for the Virtual Malaysia tourism service