

## Snockles - Join the Mobile Social Messaging Revolution

*Snockles is a Social Messaging platform that has the potential to change the way we communicate; freeing Social Networking from the confines of the desktop and allowing users to interact even when they are on the move.*

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Web Spiders has launched the public beta version of its mobile social messaging service, Snockles. Snockles was launched simultaneously in India and the United Kingdom. A list of select European countries and others including Australia, Singapore and South Africa will also be able to use the mobile services (using the UK gateway).

Snockles is a Social Messaging platform that can be used seamlessly both through the Web and a user's mobile phone. It frees Social Networking from the confines of the desktop and allows users to interact even when they are on the move.

Snockles is totally free. It does not charge users either for using the service or for sending/ receiving SMS messages. Snockles allows users to reach out to all their contacts at the same time by broadcasting just a single message. For example, a user can simply type in 'Happy New Year' and post; and all his/ her friends would get the message right away!

Some of the most popular ways of using Snockles have been to update current location, which is broadcast to all the friends who may then reply, or drop by if they are nearby; or to Snockle what one is looking for (e.g. a friend, partner, job etc.) which is again broadcast to all friends, and even allows friends of friends to view these broadcasts.

Speaking on the occasion of the launch, Snockles founder Siddharth Jhunjhunwala 'Sid' explained, 'Snockles is a revolutionary social messaging and networking site where you broadcast Snockles to your friends through your mobile phone (SMS) and the web. It's a platform for social communication both for end users and businesses. The business version is provided on-demand and is a separate product called Enterprise Snockles.'

Snockles brings the mobile element to the social networking phenomenon; and on being asked about the competition, Sid said, 'Snockles is focused on providing a messaging and communication platform, much like how email and IM are forms of messaging. With regards to competition like Facebook and Bebo, Snockles would be able to integrate with open APIs to allow seamless access to existing networks.'

On the front of raising capital for the venture, Snockles has initially been funded by Web Spiders, which is a RIA consulting company. According to Sid, Snockles is now in the process of bringing on board new investors.

For now, Snockles is a refreshing and promising new entrant in the Mobile Social Messaging and Networking space. Users can log on to Snockles by visiting [www.snockles.com](http://www.snockles.com) and registering for the service free of charge.

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**Web Spiders** is a global outsourcing provider of Rich Internet Application (RIA) development services and Systems Integration services for Enterprise Content Management to Corporations and Independent Software Vendors (ISV's) in more than 10 countries.

With its Offshore Delivery Centers in India and proximity centers in Europe and America, it bridges the offshore-onsite gap for its customers to achieve lower cost of ownership, reduce risk and accelerate 'go-to-market' for their projects and products.

Web Spiders' services include Enterprise-scale Application Development on Flex and AJAX and Systems Integration services for 3rd party products in the areas of Web content & Document management (e.g. Ektron) , Enterprise Blogging (WordPress, Movable Type) and Enterprise Wiki and Collaboration (e.g. MS SharePoint).

**It has in-depth domain expertise in:**

**E-learning:** Learning Management and Authoring Tools, Custom Content and Rich Media Development, SCORM and Standards Compliance.

**Financial Services:** Specialization in Investment Management and Insurance.

Automotive & Manufacturing: Content and Document Management, E-business and Supply Chain Automation.

**Healthcare:** Product Development for Clinic, Hospital Management, eHealth and HIPAA compliance.

Enterprise 2.0 Technology: RIA Development using Flex/ Ajax, Search Engine Optimization, RSS, Enterprise Wikis/ Blogging.

The company's quality processes are certified as per ISO 9001:2000 and it is a Microsoft and Ektron Gold Certified Partner. Its offices are spread across India, USA and UK. With a proven track record of maintaining confidentiality and IPR-protection and over 2000 person-years of experience, it has completed numerous engagements since 1997.

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You can also visit [www.webspiders.com](http://www.webspiders.com) for more information.