

## **RA-Media and Generatum Software – mobile books for mobile users**

RA Media Company ([www.ra-m.ru](http://www.ra-m.ru)), provider of mobile VAS-services, and Generatum Software ([www.generatum.com](http://www.generatum.com)), the largest developere of software for mobile phones, announced the launch of Tarino.ru ( [www.tarino.ru](http://www.tarino.ru)) - the online shop of electronic books in the multifunctional mobile applications "Wapalta /Pocket web".

Online Shop Tarino.ru ([www.tarino.ru](http://www.tarino.ru)) - is a modern web site, it offers users a convenient mechanisms for purchase and payment for digital books. User gets the access to more than 2 500 titles submitted by Russia's leading publishers: AST, EKSMO and others. This directory is constantly expanded and replenished. A user can also choose the most suitable way to pay for a purchase: in electronic money (Webmoney, Yandex.Money) or through the SMS-payment.

«Wapalta / Pocket web" is a multifunctional application that combines useful options, such as access to e-mail, ICQ, access to popular social networking sites, chats and forums, with many information and entertainment services - news, weather, horoscopes, humor, photo Gallery etc.

Now, 500 000 users of «Wapalta / Pocket web " have the opportunity to buy legal digital books using the application. For users a convenient catalog with a choice of essential books is developed, and a mechanism for payment of purchases by using SMS is provided.

Olga Yudina, project manager of Tarino.ru ([www.tarino.ru](http://www.tarino.ru)), said: "Electronic Books - it is an excellent alternative for all lovers of reading. A digital book is not only convenient as it is always with a user, but it is also much cheaper than a traditional hard copy. We are pleased that now users of Wapalta have the opportunity to estimate all the advantages of electronic books.

Commenting on the cooperation with this project, Igor Rodionov, CEO Generatum Software ([www.generatum.com](http://www.generatum.com)), said: "Our goal is to make Wapalta application the best and the only demanded application for every day use. Cooperation with Tarino.ru allowed us to expand the application's capabilities and make it more attractive and interesting. It is thanks to our cooperation on the market that a new unique service - a mobile digital online shop - appeared, and the access to it is just a click on the mobile. "Pocket web" is really cool!