

30/11/2002

Umno to boost unity through SMS

KUALA LUMPUR, Fri. - The short-messaging system is taking Umno to another level of party unity: members can have party ring tones, logos and get party updates through a new Celcom service.

"Bersamamu Umno Melalui SMS" was launched today by party president and Prime Minister Datuk Seri Dr Mahathir Mohamad.

Celcom, as the service provider, disseminates the party information given and managed by Langkah Technology Sdn Bhd.

Umno members pay 15 sen for each SMS sent to check their membership status, request ring tones or the party logo.

They pay RM1.50 to receive their membership confirmation which states their name, membership number and Umno division. It costs RM1.95 to download a ring tone or logo.

Members have four ring tone options based on the official songs for the party, Wanita, Pemuda and Puteri wings.

For logos, they can choose between the party flag or crest.

As for information updates, members will be able to receive news flashes and be informed of party events and meetings.

"There is a wide range of applications that make it easier to keep all members informed," said Celcom chief executive officer Datuk Ramli Abbas.

Information updates will be included in the second phase of the service, to be launched in April, Ramli added.

Members will have access to the party telephone and address directory, election results, calendar of party events, and also the Prime Minister's diary of official events and quotes.

Langkah Technology chairman Datuk Dr Ibrahim Saad said the second phase would also include opinion polls and surveys through SMS.

"It will be a quick way to know what the members think, we can send them a question and they can reply yes or no through SMS."

He said Umno has three million members, 60 per cent of whom had mobile phones.