

Nimbuzz planning African mobile launch

Nimbuzz, the mobile social messaging service, may not be particularly well-known in Africa at the point. But all that is about to change, according to Tobias Kemper, the general manager of Nimbuzz Inc. USA, who spoke to Memeburn about his vision for the company and the various ways Nimbuzz is used around the world.

 By [Jeremy Daniel](#) 7 Sep 2010

Memeburn: Where did the idea for Nimbuzz originate?

Tobias Kemper: The idea began in 2006, and we launched in May 2008. So it's roughly two and a half years old and we already have 25-million users. It's a mass market application, that started as a java-app for feature phones, before we added Symbian as a client.

MB: Do you think Symbian can maintain its market dominance?

TK: It seems to me that Symbian is already slipping. But it depends on the geographical region you're talking about. Nokia is still very dominant in emerging markets. Nokia Money was just launched in India. So it's still huge in certain markets. But in the innovative markets, like Korea and Japan, Symbian is not on the radar.

MB: What's the elevator pitch for Nimbuzz?

TK: In a nutshell, it's an all-in-one communications application that unifies and simplifies all your communications. So you can call, chat and text on an internet-enabled mobile through Nimbuzz. It also connects you with all your friends from your networks at the same time.

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ABOUT JEREMY DANIEL

Jeremy Daniel is the editor of www.memeburn.com and a firm believer in the transformative power of mobile technology for emerging markets. Jeremy has written across various media platforms for the last 10 years, from television to advertising to print before making the permanent cultural leap into online journalism. [View my profile and articles...](#)