

160 million users pay smarter with InMobi and Opera

SAN MATEO, US: InMobi SmartPay and Opera Software have announced their partnership to bring InMobi's SmartPay mobile payment platform to Opera's more than 160 million mobile browser users worldwide.



InMobi SmartPay is designed to enable Opera users to pay seamlessly for digital goods in key markets around the globe, when they make purchases with some of the leading publishers that partner with InMobi. The two companies are committed to providing choice to consumers, mobile content developers and app developers, by building viable third-party monetisation solutions in the mobile browsing and computing space.

InMobi SmartPay is claimed to be a simple, smart, global solution for mobile payments and app monetisation aimed at mobile-content publishers and app developers. Opera Mini is claimed to be the world's most popular mobile browser with users on most mobile platforms including iOS, Android, Symbian, BlackBerry and Java. Including other browsers for computers, TVs and connected devices, and Opera Mobile, the browser for high-end mobile devices, Opera has more than 250 million users all over the world.

Expansion plans

"This partnership is key in helping us accelerate our ambitious expansion plans, by bringing our solution to mobile web publishers who can now monetise Opera's mobile users easily," said Piyush Shah, vice president, InMobi SmartPay.

"Working with global partners like Opera is a great way for us to expand our offering. Opera's global focus made them the ideal partner for SmartPay."

"For Opera Software, this is a great example of our commitment to providing our users with the best possible user experience on any device. SmartPay's single point of integration, which provides access to a wide array of global payment solutions, fits perfectly with our goals," said Mahi de Silva, EVP of Consumer Mobile, Opera Software. "Mobile payments will shape commerce for the next several years, and Opera and InMobi are at the forefront of this revolution, catering to millions of users worldwide."

About InMobi

InMobi is reputed to be the largest independent mobile advertising network. With offices on five continents the company aims to provide advertisers, publishers and developers with a uniquely global solution for advertising. The network is growing and now delivers the ability to reach 485 million consumers, in over 165 countries, through more than 93.4 billion mobile ad impressions monthly. The recent acquisition of Sprout, a leading HTML5 authoring platform for mobile rich media, helps expand the InMobi offering to creative agencies and brands.



For more information go to www.InMobi.com/research, follow them on Twitter @InMobi, or read their blog at www.InMobi.com/InMobiblog/.

About Opera Software ASA

Opera Software was founded in 1994, based on the idea that access to the web should be a universal right. 250 million people (and counting) use the Opera web browsers for computers, mobile phones, TVs and other connected devices. Opera also delivers tools, distribution, engagement, monetisation and market insights to developers, publishers and brands around the world. We are passionate about breaking down barriers, so everyone can share in the power of the Internet. Our vision of one web for all remains at the heart of what we do, because we believe that participation changes everything.

Opera Software ASA is listed on the Oslo Stock Exchange under the ticker symbol OPERA.

Learn more about Opera at www.opera.com.

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