

## Zing put Zalo on Nokia phones

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**New Zalo messaging app with built-in voice message function (preload) on the latest 5 models of Nokia's touch phones are Asha 305, 306, 308, 309 and 311.**

The application will be officially available on all devices belonging to the Asha smartphone line in January 1.2013



Zalo is also available on Nokia Store so that S40, S60 users and other popular phones can also experience this fast, safe and fun new voice messaging method.

This integration is in the framework of cooperation between VNG and Nokia to increase the useful value for Vietnamese Internet users and at the same time promote the development of pure Vietnamese application market on mobile.

Previously, Zalo also launched on Apple App Store and Google Play since August 2012. Thus, Zalo becomes the first voice messaging application in Vietnam to be present on many different platforms, from the popular series to the smart phone line.

Highlights of the new style messaging application Zalo is the voice messaging feature. Users can record voice clips up to 5 minutes and send to one or more different phone numbers.

The chat on Zalo is done quickly because the server is located in Vietnam so it ensures the best speed. Compared to similar products on the market, Zalo's message sound is of clearer quality due to its high quality compression and noise filter to remove noise.

In terms of safety and security, Zalo does not store user messages on its server, so the user's privacy information will be absolutely guaranteed. Messages will be encrypted and stored only on the phone of the sender and recipient. Users can fully control the information they send, such as audio, images by selecting the auto-delete mode as soon as the recipient hears or views the message content.

Besides voice message function, Zalo also supports text messaging, images, drawings. Talking and communicating with friends is even more interesting with funny animations updated by the theme: Christmas, Zodiac, Smurf .

Mr. Vuong Quang Khai - Deputy General Director of VNG affirmed: *'Voice messaging is a new communication trend and Zalo is developed by us to meet this demand. The integration of Nokia devices is a strategic step for Zing to bring this new service to millions of mass users in Vietnam. '*

According to the Ministry of Information and Communications, by the end of December 2011, Vietnam had more than 16 million mobile subscribers using 3G. Besides, the Cimigo survey results also said that the use of mobile phones to access the Internet has also doubled, from 27% in 2010 to 56% in 2011. Therefore, the development of mobile phones Mobile application is an inevitable trend of the market and is a great opportunity for application developers in Vietnam.

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