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Consumer VoIP Featured Article

April 11, 2008

V-ENABLE Marks 1st Annual 411 Day with Launch of FreeMobile411



By Susan J. Campbell
 TMCnet Contributing Editor

V-ENABLE ([News - Alert](#)) has selected today to celebrate the first Annual 411 Day. Of course, today's date is the most fitting for this celebration and it is also one hundred and thirty one years after the first operator assisted phone call took place.

To fully celebrate America's history of search, V-ENABLE is announcing FreeMobile411, a mobile search application now available on any Web-enabled handset.

Local Mobile Search of Opus Research Group completed a survey in January in which respondents indicated that a substantial number of their mobile calls (more than 30 percent) were for residential queries. Unlike other free 411 services, FreeMobile411 has more than 140 million U.S. residential listings.

FreeMobile411 is even designed to cater to those that have a regional twang or a foreign accent that services such as Goog411 cannot handle. FreeMobile411 offers the option of fee-based operator assistance that allows customers to speak with a live person.

In addition, consumers can also enter a specific zip code into the service and FreeMobile411 will offer nearby businesses, points of interest, directions and maps.

"411 has come a long way and we hope FreeMobile411 brings together all of the rapid advances in Web and mobile services while keeping the human touch of the live operator, into one service" said Craig Hagopian ([News - Alert](#)), Executive Vice President and Chief Marketing Officer of V-ENABLE Inc., in Friday's statement.

"Previously, the popular V-ENABLE Mobile411 application was only available with select carriers, such as Verizon, Alltel ([News - Alert](#)) and MetroPCS. Now, with the release of the mobile web version of FreeMobile411, anyone with a Web-enabled handset can enjoy the service free of charge."

V-ENABLE's FreeMobile411 application can be accessed at <http://www.freemobile411.com>, or with less typing at fm411.mobi.


V-ENABLE is a service provider of automated directory assistance solutions powered by patented voice and text-based technology. The company delivers what is positioned as the fastest and most accurate local search experience to the mobile environment.

Founded by wireless experts from Nokia ([News - Alert](#)), Motorola, PacketVideo and Cisco in 2001, V-ENABLE's patented multi-modal local search allows mobile users to simply speak or type any location, business or residential listing and receive contact information, maps, directions and more in a visual or audio format in seconds.

Information services is one area of technology that has come a long way in a short period of time. Such evolution is not necessarily unusual in this next generation world, but it is rather appealing in this segment as it has often piggy-backed on the technological advancements of other sectors.

This latest launch from V-ENABLE not only offers great functionality for those seeking information, it is also free. What more could a lost consumer ask for?

Susan J. Campbell is a contributing editor for TMC ([News - Alert](#)) and has also written for eastbiz.com. To see more of her articles, please visit [Susan J. Campbell's columnist page](#).

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