

Taking a chance on mobile betting

Digital Mall has launched a mobile betting application on behalf of TAB, the retail division of horseracing and tote betting operator Phumelela Gaming and Leisure. With this new application, TAB customers are able to place bets on both soccer and horseracing via mobile devices such as Pocket PCs and mobile phones.

TAB customers can now bet anytime, anywhere, whatever their location. It also has significant cost based advantages compared to telephone betting, as once the application has been downloaded from TAB's betting website, www.tabonline.co.za it can cost a user as little as R1-R2 in GPRS charges to place fifty bets over the day.

Yaron Assabi, CEO of Digital Mall says: "The application is stylis driven and we have developed the application to be device agnostic, as it works on most operating systems such as Symbian, palm OS and Windows CE devices. This will be especially significant with regards to soccer betting, with the upcoming soccer World Cup in 2010.

"The process of developing and building the application took close to a year. We had to gain SABS approval, as well as approval from the Gauteng Gambling Board. This application is set to increase the general interest in horse racing and soccer, as well as push the development of mobile applications to new dimensions."

Digital Mall, working closely with Phumelela, have plans to on-sell the application to partners in Africa and other countries that have shown strong interest in the project.

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