

# InstaVoice Celeb connects celebs with fans

A new partnership between Kirusa, a leader in voice messaging and social media mobile apps in emerging markets, and Net Solutions, described as Rwanda's leading mobile and web content provider, will enable top celebrities in Rwanda to personally engage with fans through Kirusa's social media service, InstaVoice Celeb.



By providing multiple modes of interactions, InstaVoice Celeb augments the quality of engagement between celebrities and their fans.

From Celeb-to-fans and fans-to-Celeb, the service provides a seamless flow of messages, and creation of micro blogs. Using the voice micro blogging feature, celebrities voice their emotions, allowing their fans to hear them, a better option than just reading their text messages on a blog or media outlet. These messages, called Vobolos®, are delivered instantly to subscribing fans, creating a "Voice Twitter" like experience. Moreover, the fans get an opportunity to speak and engage with the celebrities in multiple ways online and offline.

The service was launched in Rwanda last quarter, and is currently offered in six additional countries in Africa and Latin America.

Speaking on the partnership, Jules Ngoga, CEO, Net Solutions, added, "What we're building together with Kirusa is a unique experience to bring a common man and a celebrity on the same platform. We are fascinated by InstaVoice Celeb's 'tour de force' in other countries and are delighted to partner with Kirusa to bring similar success to Rwanda."

Talking about the partnership, Barinderpal Singh Mumick, VP, Operations, Kirusa, said, "With Net Solutions, we aim to synergize our individual services and personalize the interaction between celebrities and fans. Net Solutions is a leading content provider in Rwanda, and has forged good relationships with top celebrities. We plan to leverage this partnership to bring an increasing number of celebrities in Rwanda on-board our platform."

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