

Valentine's Day goes mobile: Qeep users send virtual love greetings over their mobile phones

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Over 10,000 of qeep's virtual gifts sold on Valentines weekend
- More than half a million gifts sent in the last 5 months

Cologne, February 18th 2010 – The virtual Gift Corner on the mobile entertainment application “qeep” boomed on Valentine's Day. With just over 10,000 virtual Valentines gifts sent, qeep creates a new mobile trend. Qeep's unique gifts for Valentine's Day included everything from a variety of flowers to an exclusive diamond tiara. Roses were the theme of the day with the pink “Valentines Rose” selling close to 3,000 times, the “Red Rose” 1,000 times, the black “Night Rose” 700 times and finally the “White Rose” 500 times. The 150 users who can now call themselves the owner of a luxurious diamond tiara should feel exceptionally flattered.

Christian Schulte, cofounder and managing director of BLUE LION mobile GmbH, sees an important reason for the success of virtual gifting in the ever-growing acceptance of micro-payments: “Virtual Gifts are getting more and more popular in social networks thanks to the increasing availability and, most notably, the acceptance of micro-payments. This development is especially able to be seen on certain occasions such as Valentine's Day, when you just want to treat a friend. Qeep makes it simple via the mobile phone.”

Since September 2009, qeep users can send each other virtual gifts in the form of small icons. Available are more than 30 different motives, with gifts ranging from a cheap role of toilet paper to a cuddly teddy bear as well as exclusive gifts such as the diamond ring or a bottle of champagne. Since the introduction of the new function on qeep 5 months ago, users have sent over half a million gifts. Motives with a high flirt factor are community favorites and are sent the most. The heart (about 35,000 sold), the kiss (approx. 18,500 sold) and the sunshine (about 18,000 sold) are the 3 best selling gifts. The virtual presents are paid with the qeep currency “q-points” which are acquired via credit card, PayPal or SMS-payment.

With overall 10,000 mailed Valentines greetings, this day was not only a success for the recipients, but also for the mobile entertainment-platform qeep. Plus, since virtual roses don't fade, qeep users can enjoy their Valentines gifts a little longer than their other friends.

About qeep

Qeep is managed by Blue Lion Mobile, a Cologne-based company founded in 2006 by Cornelius Rost and Christian R. Schulte. The beta-version of the qeep mobile community was launched in December 2006. With our social network and its multiple innovative features, users can extend their social circle at all times and in various ways. Whether through photoblogging, live gaming, our QMS text messages or our Sound Attacks, qeep provides fun for friends without hurting their wallets. Under wap.qeep.net, qeep is offered free to download.

BLUE LION mobile is a pioneer in the field of engaging mobile interaction.

We offer alternative styles of communication and rich entertainment for the mobile phone. In doing so, we tap into the full

potential of modern mobile networks and handsets.

We are independent and only develop solutions that work with all carriers and providers.

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