

media release



IMMEDIATE

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true tones - REAL music on your mobile !

mymobilephone launches true tones

about true tones

mymobilephone.com.au has launched a new service called true tones. true tones are the latest innovation in mobile phone ring tones and allow actual music or sound samples to be played as a mobile phone ring tone. These can range from pop music songs to novelty sound effects such as a dog barking or even a toilet flushing.

"The inclusion of true tones expands our current portfolio of mobile content and ensures that we have the latest in mobile entertainment available our customers. We continue to provide one of the largest ranges of polyphonic ringtones, colour wallpapers, graphics and Java games to Australian mobile phone users" says Harold Dimpel, managing director of mymobilephone.com.au. "We are committed to providing the highest level of service to all of our customers and this includes releasing innovative new products and services to the market" he continues.

True tones are purchased by calling a premium rate number service or Premium IVR (Interactive Voice Response). Users are asked to enter details and make selections from a number of options. An SMS containing a WAP URL is sent directly to the users mobile phone and the item is downloaded to the handset via GPRS / WAP.

how do true tones work?

True tones make use of the capability of some mobile handsets to play a digital sound channel. This feature is dependant upon the particular chipsets used in the handset and is presently only available on a limited number of high end Nokia, Panasonic, Sharp and SonyEricsson handsets. More handsets will include support for true tones in the future.

ringtone statistics

Recent figures show mobile phone ringtone downloads now exceed sales of CD singles. The value of the mobile phone ringtone download market is estimated at being more than AUD 20 million annually. Mobile phone ownership in Australia is now over 72% of the population, of which approximately 80% support ringtone downloads.

about mymobilephone.com.au

mymobilephone.com.au is a leading Australian provider of mobile entertainment and business services and operates the www.mymobilephone.com.au web portal. mymobilephone.com.au believe in keeping things simple and above all, fun and easy to use. Visit www.mymobilephone.com.au for more details.

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