



Monet on you mobile

Mobile phone downloads aren't all babes and balls

London, 10 August 2005: Demand for mobile phone downloads is not just about babes and ball games, according to Dave Moreau, chief executive of mobile media content provider FoneStarz Media. 'Abi Titmuss, Jennifer Ellison and Ronaldo are facing competition from the likes of Van Gogh, da Vinci and Monet,' he says. 'People are increasingly looking to personalise their handsets and to set themselves apart from the crowd. Content with a difference, such as the Old Masters downloads, is proving surprisingly popular.'

FoneStarz has struck deals with several major mobile phone networks across the UK and US to provide wallpaper downloads of classic paintings such as Sunflowers, the Mona Lisa and Water Lilies. The images are provided by Swedish firm Berazy whose parent company Inre Miljö reproduces art masterpieces for the film and TV industry.

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About FoneStarz

FoneStarz Media Ltd, trading in the UK as 2dayuk, is a market leader in the development and distribution of mobile media content for new generation colour and multimedia mobile handsets. Recognized as the most experienced content and service provider in the mobile download market, FoneStarz provides personalisation, entertainment and information multimedia content to mobile devices all over the world.

The UK-based company has a strong relationship with Vodafone globally, a contract with T-mobile International and manages image galleries and editorial services on 15 networks in 22 territories across four continents. It is through these global partnerships that FoneStarz enables mobile users worldwide to download ringtones, images, horoscopes and media alerts to their mobile phones.

FoneStarz also manages the global mobile intellectual property and image rights of its high profile clients. In addition, the company is able to draw on its network of 11 independent news agencies to provide clients with breaking news and pictures before they hit the papers.

As an application service provider offering white label services, FoneStarz operates no direct channels to market and is therefore free from commercial conflict.

About Berazy

Berazy Mobile Entertainment AB is a leading provider of mobile entertainment such as wallpapers, screensavers, ringtones and video clips. The company distributes its content and services in over 40 countries on six continents and has its offices in Los Angeles, Beijing and its headquarters in Göteborg, Sweden.