

INGENIOUS IDEAS DEPARTMENT

I Just Called To Say I See You— A New Way to Stay Connected with Loved Ones

(NAPSA)—Whether you are calling Mom in New York, Illinois, Mexico or any place overseas on Mother's Day—or any day of the year—adding video to your phone calls is becoming a popular way to share smiles across the miles.

Videophones are making it easier for families, friends and sweethearts to stay in touch in a much more personal way than an ordinary phone call. With products such as Vialta's Beamer (winner of Good Housekeeping's 2003 Good Buy Award), phone calls take on a whole new meaning. Hearing a loved one's voice is emotionally rewarding but there is nothing better than actually seeing the person on the other end of the line.

According to Dennie Hughes, USA Weekend's contributing editor and RelationTips columnist, videophones like Beamer can help make long distance relationships a little easier by having the option of seeing your partner "live," on the other end of the line.

"Long distance relationships are hard to maintain, and constant communication is key to making them successful," said Hughes. "Regular phone calls and e-mails make the heart grow fonder, having visuals may make the heart beat even faster." She adds, "I love you sounds so much nicer when you can see the smile attached to it."

According to Parenting Magazine, many families struggle with trying to see each other, blaming large geographical distances and not having enough time or money. With videophones, families and friends can easily see each other throughout the year, no matter how far apart, how little free time and at no additional cost to the phone call.

"Videophones are popular with families who don't have their relatives nearby, especially grandparents who want to share in their grandchildren's lives," says Didier Pietri, Vialta's President and CEO. "We have customers who



IT'S FOR YOU—Many consumers are adding video to their phone calls so they can see their friends and family more often.

use Beamer videophone to see their granddaughter's new dress, their grandson's new baseball glove or the picture drawn at school that day."

Kim Thomas, a Beamer owner in Florida, says, "I have family scattered throughout the U.S. and our six Beamers have brought my family closer together. Vialta's Beamer has allowed my parents to see their grandkids as often as they like without using complicated computer equipment."

No technical skills are needed because most videophones work like your regular home phone. For example, Vialta's Beamer videophone works with your home phone and an analog phone line, which is the standard phone line found in most homes. This videophone can be set up in minutes—and before you know it, your child can be waving hi and blowing kisses to grandma on Mother's Day.

With a suggested retail price of \$250 per unit, the Vialta Beamer videophone is available nationally at consumer electronic stores and at www.vialta.com or by calling 1-877-963-8383.