

MAKING LIFE MORE FUN

Going Mobile For The Holidays

(NAPSA)—As you're waiting for your flight during the holidays, or are about 20 minutes away from putting your youngster on Santa's knee, look around. Chances are you'll see a lot of people looking at their cell phones but not talking on them. What they may be doing is playing video games.

These video-gamers-on-the-go are not alone. Mobile gaming, as it is called, is growing at a pace of 105 percent per year and is expected to reach total global revenues of \$2.8 billion by 2006, a 162 percent growth rate.

A big reason for the growth of wireless gaming is the creation of 3G technology. Simply put, 3G technology is third generation high-speed data and voice network technology that makes two-dimensional games such as solitaire and snake old hat. The new technology allows users to play more exciting interactive games such as Sega's hit title, "SEGA Monkey Ball," which is in full color. Users can also download screensavers and ringers for the cell phones from the Web. Users of the new 3G technology say that it has enhanced the entire cell phone experience, from gaming to e-mails to photos.

The thrills, excitement and convenience of gaming on cellular phones is all part of a new video game revolution. SEGA Mobile, a division of Sega.com for example, is drawing on the success of Sega's heritage and has launched, in



Answering the call for a growing number of Americans is a new technology that lets them play interactive, full-color video games on their cell phones.

addition to "SEGA Monkey Ball," other hit games such as "SEGA Fast Lane," "SEGA Soccer Slam" and "SEGA Snowboarding." Gamers can download and subscribe to these games through select mobile phone services.

Going "wireless" allows users the benefits of being entertained while commuting from their office to home or just waiting in line. What this means for a growing number of Americans is that they'll soon be seeing more mobile phone users moving their phones from their ears to eye level.

To date, SEGA Mobile has partnered with Sprint PCS, AT&T Wireless and ALLTEL to bring this innovative, unique and classic content to the mobile market.

To learn more, visit www.sega-mobile.us.com.