



Consumers Demand More From Cell Phones

(NAPSA)—In today's world, people are busier than ever. The balance of work, life and fun makes people yearn for a phone that can do more. According to a recent study from Harris Interactive, 85 percent of adults aged 35–54 currently use a cell phone and 25 percent of those are turning to smartphones get more done and have more fun on the go. To meet this wild demand, companies such as Microsoft are developing new phones that let people do it all from wherever they are.

Search On the Go

Search engines have quickly become one of the most popular ways people access information on the Web. But with people's on-the-go lifestyle, they are increasingly looking for the same search experience on their phones. An example of how phones are seeking to meet this need is the new Windows Phone, which offers a dedicated search button on every phone. This allows people to quickly and easily search through contacts, apps and more at the touch of a single button. It also connects people directly to Bing Search without opening a browser.

Your Desk in Your Pocket

More and more, people are using their phones to get work done outside of the office. Of mobile phone users under the age of 35, 47 percent admit to using their phones to stay connected with colleagues or check work e-mail during holiday gatherings, according to the Harris study. The same Windows Phones that let people easily search also offer tools that help people work on the go. With Office Mobile, people can edit and create Word documents and access and edit PowerPoint and Excel documents right from their phone.

Camera

As mobile phones become multifunctional gadgets, high-quality cameras are quickly becoming a must-have feature. However, for many people, accessing the camera to catch a special moment is a challenge. By the time they've unlocked the phone



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and found the camera app, the moment has passed. Microsoft has solved this problem with a dedicated camera button on all Windows Phones that when pressed opens the camera app automatically, even from the lock screen, so they don't miss a moment.

Entertainment

Whether it's watching movies, catching up on TV shows or playing games, consumers are increasingly looking to phones to keep them entertained. In fact, 23 percent of adults admit to keeping their kids occupied with a phone during holiday gatherings. But not all phones are created equal. With Zune and Xbox Live built-in, large screens and kickstands for easy viewing and apps like Netflix, Windows Phones offer what people need to have more fun on the go.

Learn More

The new Windows Phones are available from T-Mobile and AT&T and come with some of Microsoft's most popular programs built right in, like Xbox Live, Office, Zune and Bing. With features like a customized Start screen that lets people quickly see the information they need and the People Hub, which brings together contacts and Facebook in one place, Windows Phones make it easier for people to get to what they love easier and faster from anywhere. To learn more, visit the website www.windowsphone.com.