

TECHNOLOGY IN OUR LIVES

Wireless Upgrades Help Avoid Obsolescence

(NAPS)—America is currently experiencing a period of exceptional technological change in which everything from digital cameras to MP3 players is becoming both more functional and more affordable. Even cell phones, which have been around for decades, are still being upgraded to offer more consumer-friendly features than ever.

It is for this reason that some consumers have chosen *not* to jump on the wireless bandwagon—why spend a lot of money on a cell phone, only to see it become all but obsolete a few years down the road? In addition, according to industry statistics, most cell phone users upgrade their phones after two years, and they are likely to need a different level of service based on lifestyle changes as well.

To address these issues, one company has stepped up with a unique plan to upgrade customers' wireless phones for free, every two years. With New Every Two, Verizon Wireless customers who sign up for a new two-year digital wireless service plan of \$35 or more monthly access (\$34.99 or more monthly access in some areas) receive a free handset upgrade or a discount of up to \$100 off a new phone when they renew their two-year service agreement.

New Every Two allows individuals to select a service plan tailored to their individual calling habits while delivering a technology obsolescence solution. For plan participants, the company sorts through the array of avail-



By regularly upgrading their phones, wireless customers can steer clear of obsolescence.

able equipment and suggests the product that will give customers the best option for the technology.

By participating in the program, consumers can stay in step with the latest technological advances and benefit from superior voice quality, enhanced features and service provided by Verizon Wireless' comprehensive, coast-to-coast digital network. This network enables users to surf the Web, send and receive e-mail and, of course, place calls over their wireless phones. It is also a top choice of wireless Internet users who require an "always on" connection.

New Every Two is an adaptable, affordable solution that protects the consumer from evolving technology that could make older cell phones obsolete—ensuring that Verizon Wireless customers always have more advanced phones at their fingertips, no matter how technology changes.