

newsworthy trends

Living The Wireless Life With Mobile Messaging

(NAPSA)—Have you ever been in a situation when you needed to get in touch with someone, but couldn't make a phone call? How about when a fellow commuter on the bus is speaking on their cell phone so loudly it puts you in bad mood for the whole day? Mobile phone use has become an international phenomenon, however, there are times when making a phone call is inappropriate (in a restaurant, at the theater).

In today's world of constant communication, more and more people are turning to e-mail and instant messaging—two popular online activities—to stay in touch with friends, family and co-workers from anywhere, and at anytime. And they're finding that mobile instant messaging is both more discreet and more fun.

New two-way messaging devices, handheld computers and even mobile phones are becoming "must-haves" for everyday people, just as the Internet and cell phones were in the 1990s. It's not just technology lovers who are using these products—they're at the top of gift lists for anyone with an active lifestyle who appreciates discreet and easy communication.

Moms on the go, teenagers and business professionals are all using these devices to stay connected throughout the day—while commuting to work on the bus, during their child's soccer game, at the airport and in other daily situations when they need to chat without talking.

In a recent poll of America Online (AOL) members, 56 percent said they would feel more at ease knowing that their family could reach them through e-mail or



Instant messaging and e-mail let people stay in touch without making a phone call.

instant messaging on a two-way pager anytime throughout the day or night. Also, 68 percent said they have been in a situation where they wanted to get in touch with someone, but couldn't make a phone call.

Companies are responding to consumer demands by offering new products and services that let people access their favorite features even when they're not near a computer. For instance, the AOL Mobile Communicator™ lets people check their e-mail and send instant messages via a two-way communications device that fits in the palm of their hand. These features are also available on several Web-enabled mobile phones and personal digital assistants (PDAs), including Palm products.

So the next time you see someone quietly tapping away on a mobile device in line at the movies, at a table in a restaurant or in the waiting room at the doctor's office, know that they're part of the new communication revolution—and you can be too.