

GIFT-GIVING IDEAS

Personalized Ringtones For Mobile Phones

(NAPSA)—A gift that will ring a bell with many who enjoy creative giving is a personalized musical ringtone for a mobile phone. It's something that will remind a loved one of you and put a smile on his or her face every time the wireless phone rings. Wireless carriers like Cingular Wireless offer over 200 different tunes for your phone, including Rock, Country, R&B and Classical tunes. Artists include Destiny's Child, Frank Sinatra, Jimi Hendrix, Mozart, Billy Ray Cyrus, Elton John, Jennifer Lopez, the Beatles and John Lennon.

Ringtones are the latest craze for mobile phone users. People of all ages are enjoying this fun, new feature, which allows users to download their favorite songs and hear the tune when their mobile phone rings. Not only can you easily download ringtones for yourself, you can just as easily purchase them for your friend's cell phone.

The downloadable ringtones allow individuals to naturally extend their personality through music and technology. Instead of having a standard ringtone, users can change ringtones to:

- Reflect their mood or personality
- Celebrate seasons and special events (We Wish You A Merry Christmas, Happy Birthday or the Wedding March)
- Play songs from a favorite movie (Rocky, Cinderella)
- Send ringtones as a gift to friends and family. For example, send a ringtone featuring Dad's favorite Beatles tune, or send a boyfriend/girlfriend a special love song
- Specify when a certain per-



A CREATIVE GIFT WITH A DIFFERENT TUNE—It's for you...personalized ringtones for mobile phones.

son calls with different ringtones for different people (your boss: Funeral March; your Mom: "I Love Lucy"...etc.)

The easy to use steps include logging on to the Web site and registering, then selecting the ringtones to fit their personality. The ringtone is then sent to their phone and using their phone settings, users accept the ringtone and select it as their special ring.

"Sending a loved one a ringtone for his or her phone is a very personal and creative gift. It not only gives the person something he or she will use, but, more importantly, it is also something fun that expresses their personality," said Steve Krom, VP Data and Internet Services at Cingular.

Not all mobile phones are capable of receiving customized ringtones. More information about this new technology is available at Cingular's site, www.mywirelesswindow.com.