

INGENIOUS IDEAS DEPT.

As Cost Of Cell Phone Ownership Rises, New Gadgets Help Teens Get Online For Less *Love The Features, Hate The Fees*

(NAPSA)—They're called the MySpace generation—the nearly 12 million teens who log on to the Web each day. More than 20 percent of them have their own Web pages and 19 percent maintain a blog, according to the Pew Internet & American Life Project. These sites are interactive and are at the heart of these teens' online social networks.

And it isn't limited to the Web—according to U.S. Cellular Statistics, roughly 60 percent of American teenagers own a cell phone and spend about an hour a day on them.

However, all this time spent online and on cell phones comes at a price—expensive monthly contracts and, more often than not, unanticipated overage fees.

The hottest new gadgets combine text and voice features in one device and offer multiple ways for young people to stay connected to their networks without having to tap into their college funds.

“Young people are typically on a tight budget, but they also want to be connected and increasingly want to have Web access in the palm of their hands,” said Danielle Levitas, vice president of consumer, broadband and new media for IDC.

For instance, Sony Electronics recently introduced the mylo personal communicator. This handheld device does not require a monthly service contract and it allows users to get online with existing WiFi available in private homes, on college campuses and in coffee shops.



A new broadband device puts instant messaging in the palm of your hand.

The name “mylo” stands for “my life online” and it brings popular instant messaging services including Google Talk and Yahoo! Messenger off the laptop and into a gadget slightly larger than a deck of cards. mylo also includes Skype, which uses VoIP (Voice over Internet Protocol), an increasingly popular technology that routes traditional voice conversations over the Internet versus phone lines. All these services are embedded into the mylo's operating system for easy access and do not require a monthly service contract.

“With free WiFi hotspots popping up all over the world, it makes sense to consider a portable gadget that takes advantage of this access and the cost savings of VoIP, instant messaging and other wireless features,” noted Levitas.

For more information, visit www.sony.com/mylo.