



# Telephone Topics

## Teens Want Hot Phones, Parents Want Cool Prices

(NAPSA)—Cell phones and quick texting devices have become a staple in many teens' lives—and the right phone can hold caché in their identity. In fact, a September 2008 study showed that the No. 2 spot in determining a teen's social status is the cell phone they carry, trumped only by the clothes they wear. So it's understandable that your teen may want a "hot" looking phone.

But while the hottest phones are an item on many teens' and tweens' most-wanted list, price points are not always in line with family budgets.

"When it comes to shopping for a cell phone, families who are cutting costs don't need to cut back on cool features," says Katie Wasserman of Personal Communications Devices, a company that serves as a gateway between technology developers and wireless phone companies in North America.

With so many options on store shelves, finding a cell phone with appropriate features for your teen can be a daunting task. However, the following cell phones and quick messaging devices stand out from the crowd with cool features at family-friendly prices.

### \$100 Or Less

- **Quickfire (AT&T)**—This quick messaging device is unique. Packed with today's most desirable features, it boasts a touch screen and full keyboard, along with video, music and more at a reasonable price point. It comes in three cool colors—lime, orange and silver. Users can also browse and purchase thousands of apps, games, ringtones, graphics and other mobile content in the AT&T MEdia Mall. The Quickfire is a smart choice for teens who want



**Cell phones don't have to cost a lot to provide a host of teen-friendly features. The AT&T Quickfire, pictured above, is an example.**

to be constantly connected.

- **Blitz (Verizon Wireless)**—The Blitz is all about quick and easy texting. Its midnight-blue handset fits in the palm of your hand. The phone combines an easy-to-use full keyboard and large screen, giving teens the ability of easily sending text, video or photos to friends and family.

- **Shuttle (Virgin Mobile)**—This small, sleek slider phone packs quite a number of features, such as a 1.3-megapixel camera, video capture and playback, a music player and Bluetooth wireless technology. Its red-and-black look is attractive to teens, who also like using its two popular Helio applications: the Buddy Beacon, which can find friends; and Where which finds local points of interest.

- **Arc (Virgin Mobile)**—A camera flip phone outlined with stylish curves, this phone is finished in a trendsetting red soft-feel

touch. It also includes Bluetooth wireless technology, a VGA camera, mobile Web browsing, IM and e-mail. For those who want to buy a phone for their teens at an entry-level price point but want a phone with more than entry-level features, the Arc is a great fit.

### Getting The Best Deal

It's easy to see from this list that, within this price range, consumers can have a lot of desirable features for not a lot of money.

To get the most bang for your buck, experts recommend looking for discounts in-store and checking individual wireless carrier Web sites for special offers. Taking the extra step to look for rebates and deals can save a lot of money. For example, when introduced to the marketplace, Quickfire from AT&T costs \$149, but with a mail-in rebate it came to only \$99. This is typical for many new cell phones and providers. Further, prices within the market can change depending on device demand, so always remember to do your research and keep an eye out for deals before hitting the stores.

Before deciding on a phone, it's a good idea to sit down with your teens and ask them about their cell phone usage. For example, ask if they will be accessing the Internet. If so, what will they be accessing it for? Social networking sites? It could be that your teens only really need a camera phone with SMS as opposed to a phone that has Internet access. These details should be determined before the point of purchase.

In the end, there's a phone or texting device that can keep teens in touch while keeping parents happy, too.