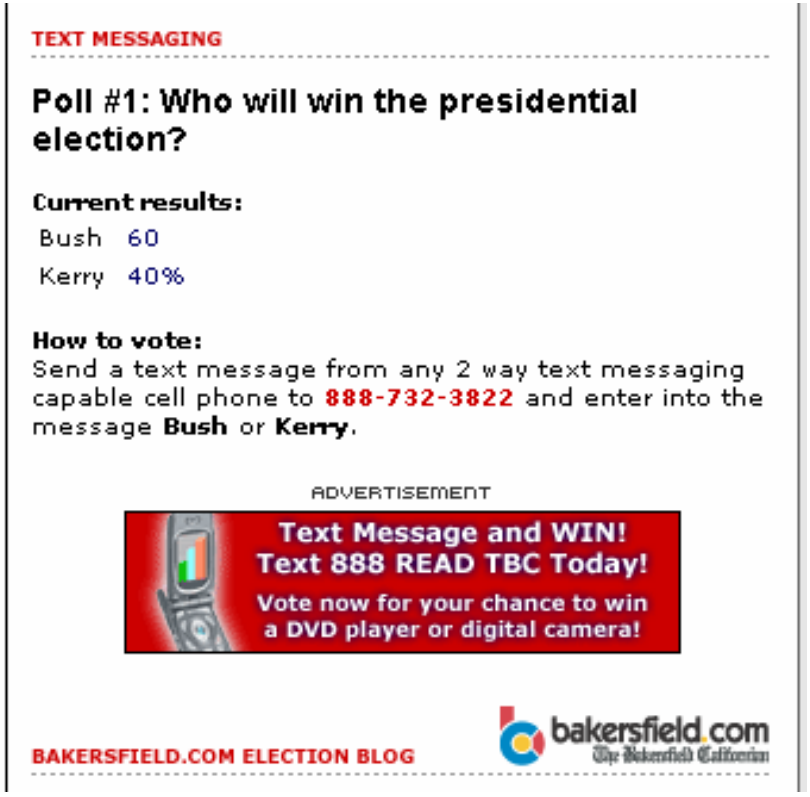
# Bakersfield.com



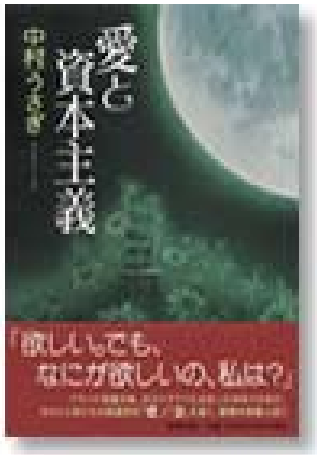

- **Election polls:** Poll results posted in real time on bakersfield.com so readers can see up to the minute results of who is leading the race. Also allows readers to use their cell phone to give your opinion on major ballot issues each week and see how their views stack up to the rest of Kern County.

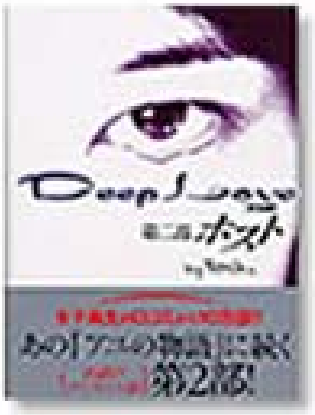
- **Election night text messages:** "Follow the election results as the polls close across the country from where ever you are. You don't have to be at home, in front of a TV, or listening to the radio to find out who is ahead in votes. Let your cell phone keep you up to date on who will be our next president and members of Congress."

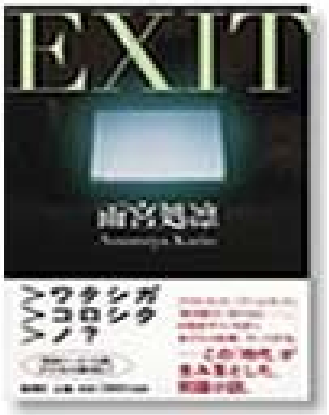
# FoneBlog

- Used by T-Mobile and O2 to provide mobile blogging to subscribers
- Designed for the mobile operator with the focus to drive MMS revenue
- Allows users to instantly send and post content, including text, photos, audio and video from a camera phone to a personal website that can be set as a private location or shared with the world.
- See http://www.newbay.com/ for more info.

# Mobile Novels / eBooks

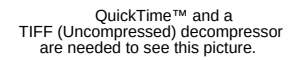


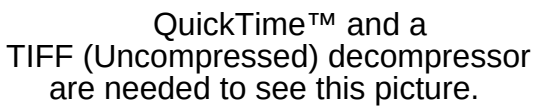


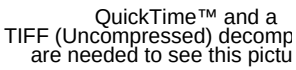



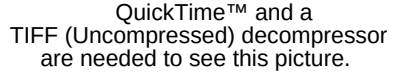

- Novels written especially for phone owners, and sent to them in email installments of up to 1,600 characters
- Example: 'Deep Love', a novel about a 17-year-old girl named Ayu, who finds love through a chance encounter.
- Email excerpts attracted thousands of Japanese teenage 'small screen' readers
- Users could easily mail their feelings and thoughts to the author who often included these changes in the script.
- US$1,000 investment and a publicity campaign which involved handing out business cards to students to generate word of mouth publicity
- Author Yoshi reached 20 million hits on his website at the end of 3 years.
- The novel eventually turned into a paper version. A movie may be next.

# Newsplex




- A research project by the Ifra Centre for Advanced News Organizations and the University of South Carolina.
- A prototype for a new type of newsroom and rapid publishing system.
- http://www.newsplex.org/

# Pocket Kingdom

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are needed to see this picture.

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- MMORPG for the Nokia N-Gage (by Sega) (billed as “the world’s first mobile MMORPG”)
- Involves character creation, battles, and product auctions.
- http://www.n-gage.com/en-R1/games/gamedata/pocket_kingdom.htm

# AvantGo

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- Provides users with “channels” of content (websites) to their mobile device (PDA, phone, etc)
- Users can customize their content “channels”
- Updates via wireless or via sync to PC
- Service is free
- Company provides enterprise services for publishing content to employees
- Revenue based on enterprise services and advertising
- http://www.avantgo.com/

# Yahoo Mobile

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- Subscription services News,Entertainment,Sport,Weather,Astrology, Fun SMS - these service are availably to send alerts to your mobile when important/relevant information becomes available
- Also provides access to wallpaper, logos, ring tones and picture messages for download

# Danger

- Develops proprietary hardware, that allows for service/content to exploit the unique market conditions of users who desire both voice and robust data content.
- Partnered with T-Mobile in the U.S. to provide unique service plans to data centered users

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# In conjunction with Motorola

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- The Rock the Vote portal allows users to purchase content - such as the Bush vs.Kerry boxing game, and 10% of the proceeds go to Rock the Vote