

GMAPS

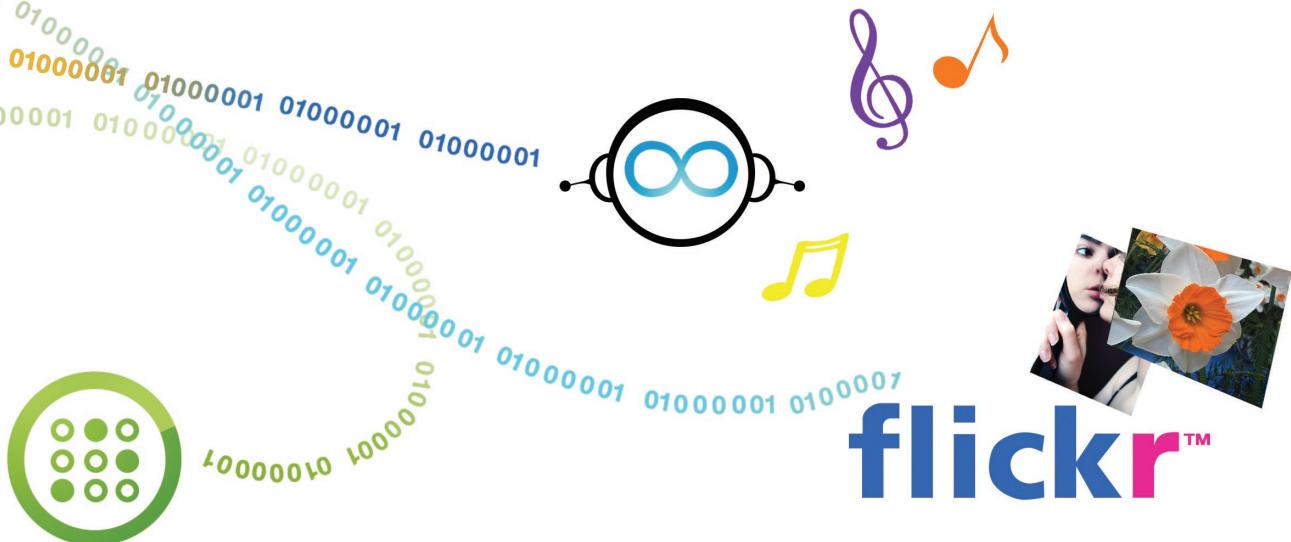
TODAY, there is little argument that 3G has added a whole new dimension to modern living. It empowers people by offering high-speed Internet, email access, video calling, full-track music downloads, mobile TV and a whole lot more. But change is the only constant and therein lies a whole new challenge – extraordinary new applications become available with such regularity that it can be difficult to keep up with all the benefits a 3G handset can bring to everyday life.

You can relax. Help is now at hand. Welcome to 3neXt, a Website service designed to help 3's X-Series and mobile broadband customers learn how to get the most out of their 3G phone. And the boundaries just keep on expanding.

Take the Comvu podcaster application, for example. "If someone uses this technology during a big news event they can use their mobile phone to broadcast live to the rest of the

THE neXt CHALLENGE

How to get the best out of your handset



world," says Mike Stead, the UK's Project Manager of Global Technology Strategy for 3neXt.

"Anybody can effectively be their own TV station. An SMS will be sent to family and friends and they will be able to log on to a page and watch the footage. It's all about sharing the content in real time. The application is sitting right there in your pocket."

3neXt aims to help the mainstream customer rather than the tech-savvy expert who keeps abreast of all the latest applications. "Most people don't know that they have true Internet access on their phones," says Mr Stead. "All we've done is package it in a non-technical way for consumers."

The process to access this technology is simple. 3 customers simply visit www.3neXt.mobi to read about different applications and then download them directly to their phone. Today, there are 12 applications and six mobile Websites, with more being added on a weekly basis.

A whole new digital world is unveiled before your very eyes. There's MyStrands, the site for music lovers that brings all your favourite tracks and albums to your ears, complete with blog lists and recommendations based on your listening hab-

its. And don't forget Kyte. If you are a devotee of YouTube, Kyte goes even further by allowing you to create your own TV show from your mobile. Mobile Gmaps is a free tool to access maps and satellite images, while scanR is a service that enables people to scan, copy and fax information from handwritten notes, printed documents, business cards and more, with their camera phones.

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3neXt is building a catalogue of links to software and different sites and invites customers to review and discuss any of the products mentioned. It thrives on feedback, urging customers to discuss and share “tips, tricks or otherwise interesting things you do with your Internet enabled mobile phone.” There’s also a blog and a 3neXt group on Facebook, the famous social networking site.

"This is a tool to drive people to get 3 and get more subscribers," says Mr Stead. "We see different countries having specific pages in the near future. It's a global initiative for Hutchison Whampoa. It will take time, but this is the future of the mobile phone. No one can guess what the next big consumer application will be."