

The Savvy Consumer

Finding Wireless Phone Features That Work For You

(NAPSA)—As the list of features and applications available on mobile phones continues to grow to meet the needs of consumers on the go, choosing a mobile phone becomes more complex. Familiar features, such as built-in cameras, speakerphone and text messaging, are now often joined by high-tech options such as location-based services to get driving directions, music players, walkie-talkie communications, built-in video recorders—even live television. Phones can be as individual as you are now, so before you buy a cell phone, take some time to determine what features best suit your lifestyle.

A recent survey of more than 650 wireless phone users revealed a great variety in phone uses. Sixty-three percent of respondents said that they would use their wireless phone to retrieve maps or directions. Camera features remain popular with 55 percent of users, 96 percent of whom take spontaneous pictures. Nearly a third of the surveyed cell phone camera users take pictures at family gatherings or of their pets, 27 percent create snapshots at celebrations or on vacation, 18 percent take pictures while shopping and 15 percent use the camera features for business.

Twenty-two percent of the survey respondents said they use their phone as a music player and 18 percent use it as a video camera. Fifteen percent wanted instant messaging while games and TV/video clips each earned votes from 8 percent of those surveyed. Walkie-talkie features and ring tones were cited as desirable by 45 percent of the respondents and Internet access drew the



It is important to select a wireless phone with features best suited to you.

interest of 43 percent.

To meet the growing demand for more advanced features on wireless devices, U.S. carriers are starting to offer many of the high-speed network services customers in Europe and Asia have made popular, such as video and TV. For example, Sprint recently launched its high-speed Power Vision Network. Power Vision brings easy-to-use, robust applications such as Sprint Music Store, Sprint TV and Sprint PCS Picture Mail to sleek and attractive wireless devices. These new features allow users to watch live news coverage shows, download a favorite new song and even take a photo and send it directly to a local retail store for quick prints.

As choices become more complicated, look for wireless carriers to become more helpful with your decision. At Sprint.com, visitors can take a short quiz that helps them determine which phone best suits their lifestyle. You can also learn more about the Sprint U.S. Wireless Usage Study by visiting www.sprint.com.