

The Active Consumer

You Make The Call: Selecting The Right Cell Phone

(NAPSA)—When it comes to selecting a mobile phone, not everyone needs the same thing.

The good news is that there is a wide variety of cell phones with different features and calling plans that match just about every lifestyle. However, with so many choices, selecting the right phone can be a daunting task.

Here are some suggestions from the wireless experts at RadioShack:

- **Working Professional.** For the working professional, there's the Sprint Treo 700p by palmOne. It offers e-mail, Internet, speaker-phone and conference-call capabilities for on-the-go business needs.

Bluetooth technology is another helpful feature for busy professionals. With a Bluetooth-enabled phone and a headset such as the Motorola H700, you can talk wirelessly and keep your hands free for multitasking.

- **Frequent Traveler.** If you're always on the go, the Sprint A920 features a 1.3 MP camera and camcorder capabilities, so you'll never miss those unexpected moments. It also has a built-in MP3 player and lets you listen to SIRIUS Satellite Radio right on your handset. Another great choice for travelers is the Motorola L7 SLVR, which offers quad band for international use and iTunes Digital Music capability.

- **Teens.** Parents may want to consider a prepaid service for their teenager. With prepaid, you can set the number of minutes your child has available each month. Virgin Mobile, Cingular Pay as You Go and Tracfone are several popular prepaid options.

Another choice for teenagers is Cingular's GoPhone, which allows you to pick a plan, establish monthly automatic payments for



Experts say it's getting easier for consumers to find a mobile phone and payment plan that fits their lifestyle.

service and use the balance on your account for voice minutes or other features such as text messaging.

- **Trendsetter.** According to a recent RadioShack survey, 50 percent of young adults said they choose a phone based on how "cool" it is. Those who want the latest in style may want to consider the Motorola RAZR. It allows users to play MP3 ringtones, take high-quality photos and video and connect to a Bluetooth network—all in one pretty package. RadioShack carries the RAZR in three of the hottest colors: pink, black and silver.

- **Simply Connected.** Some people just want a phone with good reception and good coverage area, without all the extra features. In fact, according to a recent RadioShack survey, this is the most important consideration for people shopping for a new phone. For those who simply want a phone with the basics, the Motorola V170 is a good choice. It has all the essentials, such as an alarm clock, calculator and caller ID, minus certain features you may feel you don't want.

To learn more, or to find a RadioShack, visit the Web site at www.radioshack.com.