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November 30, 2007

Cellfish Media Launches 'Add-to-Phone'

By [Shamila Janakiraman](#)
TMCnet Contributing Editor

Cellfish ([News - Alert](#)) Media has announced the launch of "Add-to-phone" a technology by which bloggers and websites can download content directly to their phones from a website.

The 'Add-to-Phone' feature allows the download of pictures, videos, music and news from a website to a phone by clicking on an embedded button. Besides being free, the offering also requires no installation of a mobile application. All one needs to receive online content is a WAP enabled phone. A further advantage is Add-to-Phone works in many countries and on any carrier. For website publishers and bloggers the 'Add-to-Phone' button on the site would allow them to make their content available on a mobile phone. And bloggers have to select

In order to make this feature available on the website publishers and bloggers have to select between two options from the website www.addtophone.com/tools.

The first one is the "widget mode" in which the button code has to be copied and pasted within the HTML editor of the website. The second option called "API mode", API is used to create tools by using the 'Add-to-Phone functionality'.

When a user enters his mobile phone number a SMS message along with the link to the desired content is sent to the phone. This is formatted such that it fits the user's handset. A media center on the mobile phone called 'locker' allows a user to organize all the sites and contents he has clicked on through Add-to-Phone. The Locker can be accessed from the web and the mobile phone.

Another recent launch from Cellfish is the 'Add-to-Phone' application for Facebook ([News - Alert](#)) which allows users to download or share their own pictures or others' pictures in their cell phones with an album navigator.

Shamila Janakiraman is a contributing editor for TMCnet. To see more of her articles, please visit her [columnist page](#)

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