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 [Permalink](#)March 31, 2008 09:00 AM Eastern Daylight Time **The Weather Channel Interactive and Vantrix Present 'Stormtracker for a Day' Invitation to Attendees of This Year's CTIA Wireless Convention**

*Get your shot at mobile TV stardom in your own stormtracker test shoot and have the video sent to your phone within minutes*

## CTIA Wireless 2008

NEW YORK--([BUSINESS WIRE](#))--You stay classy, Las Vegas! Attendees of this year's CTIA Wireless can now practice and act out their own version of a stormtracker as Vantrix and The Weather Channel Interactive are teaming up to host a green wall set at the Vantrix booth (#6935), where show attendees will be able to get in front of the camera, dictate the day's weather alongside Jim Cantore and receive their broadcast debut on their mobile phone within minutes. Vantrix and The Weather Channel's fun foray into weather news star-making comes hot on the heels of the successful mobile video Web site from The Weather Channel that was recently unveiled.

Vantrix is a driving force behind this year's CTIA Wireless conference in Las Vegas, also sponsoring Billboard's Mobile Entertainment Live! today and powering CTIA's mobile video Internet site. This site will feature daily video highlights of the show, video weather forecasts for Las Vegas updated every 30 minutes, courtesy of The Weather Channel Interactive, and a live camera feed to give attendees a chance to check out CTIA's technology fashion show, Fashion in Motion.

To access Vantrix's CTIA mobile portal, go to [ctia.vantrix.com](#) on your phone's browser, or simply text "CTIA" to 23333, and you will receive a message back with a link to the portal.

"Our mobile video show highlights and weather forecasts were a huge success at CTIA last October," said Daniel Torras, VP Marketing & Product Strategy for Vantrix. "CTIA is an extremely important event in the wireless community and we are honored to help bring aspects of the show together, most especially by including show attendees as the future weather reporters of America."

As the Presenting Sponsor of Billboard's Mobile Entertainment Live!, Vantrix is also providing attendees with access to the first event of CTIA. Mobile Entertainment Live! will feature celebrity Q&A with rap pioneer Chuck D, the legendary Ray Manzarek of The Doors, entertainment icon Quincy Jones and Matchbox Twenty's Paul Doucette, as well as a state-of-the-industry debate and keynotes from CTIA Wireless, Microsoft, Yahoo! Mobile, Sprint Nextel, Verizon Wireless and Vodafone Group Plc. Additionally, Daniel Torras, VP Marketing & Product Strategy for Vantrix, will be giving the opening remarks for the show for the second time in a row.

**About Vantrix**

Vantrix makes video work. Our focus is to deliver the best customer experience on a mobile phone. Vantrix overcomes the technology hurdles of providing video on demand, live TV, video alerts, user-generated content, video share, and any other type of multimedia in mobile and other digital platforms. And we do it in a way that helps our customers choose and implement the right business model for their multimedia services.

Leading companies like ABC News, Orange, T-Mobile and The Weather Channel already trust Vantrix to satisfy their mobile media needs. You shouldn't have to worry about which mobile phones your customers have, and you shouldn't have to compromise on how you deliver video and other media to them. Whether it's on-deck or off-deck, premium-based or ad-supported, push or pull, we put video to work for you. This is our promise and our commitment. Vantrix is headquartered in Montreal with offices in New York, London, Dubai and Bangalore.

See the difference at [www.vantrix.com](#).

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