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FunMobility Launches Revolutionary New Vector Based Mobile Wallpaper Application With an Ever Changing Seasonal User Interface

Holiday Wallpaper Is the First of Its Kind Mobile Application With a Full User Experience That Transforms Itself With Each Holiday or Event

PLEASANTON, CA--(Marketwire - December 6, 2007) - FunMobility launched Holiday Wallpaper, a first of its kind mobile content application where the entire in application consumer experience changes to match each major holiday or event. A new state-of-the-art vector rendering engine enables an immersive, Flash-like consumer experience through advanced effects such as animated transitions, extra-crisp graphics and advanced user-interface controls. In Holiday Wallpaper, everything from the splash screen, background menus, color schemes and icons can be updated and fully refreshed at any time.

Holiday Wallpaper launched with Verizon Wireless and Alltel last week and early indications show an excellent sales trend for a newly launched application. Holiday Wallpaper is currently highlighting winter, Christmas, Chanukah, Kwanzaa and many other Holiday Wallpapers including several that can be personalized. In January, the application will automatically transform into a New Year's Wallpaper application, and then again in February to a Valentine's Day application.

"With Holiday Wallpaper, FunMobility has once again raised the bar for the mainstream mobile consumer experience," said FunMobility CEO Adam Lavine. "Our new, immersive consumer experience will eventually reach all FunMobility consumers, and we're excited to provide a truly customized and ever changing interface to the millions of mobile users that can access our Holiday Wallpaper product. In addition, we've incorporated new features that consumers have requested such as new personalized wallpapers, wish lists, rating and tagging."

FunMobility is committed to providing leading edge mobile experiences for its communities and customers. Its sizable reach enables the millions of customers that touch its services each month to actively participate in meaningful ways with their friends and their community all through the FunMobility network.

About FunMobility, Inc.

Headquartered in Pleasanton, California, FunMobility delivers a unique mobile entertainment experience with photo-sharing, wallpaper, ringtone and content applications that enable creativity, personalization, and community-building for consumers. FunMobility's technologies provide simplified, flexible development and deployment solutions and services for carriers. FunMobility's FLEX Mobile Application Platform is a highly-scalable, modular solution that can be used as a stand-alone development platform or integrate seamlessly into a wireless carrier's existing services and infrastructure to decrease development and deployment times and speed time to market. FunMobility provides carriers with some of the industry's most popular mobile applications including: Wallpaper Universe™, America's Best Mobile Pix™, Ringtones Universe™, TrueTones Universe™, FunGirl DISH™, Chick Talk™, Mobile Comics Network™, Personalized Wallpaper™, MyScreenz™, MyTonz™ and FunMobility Animated Greetings™. FunMobility's mobile applications and services are distributed through all major U.S. wireless carriers.

[Back](#)

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[Holiday Wallpaper](#)

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