

SOURCE: FunMobility, Inc.



Aug 10, 2007 13:00 ET

FunMobility Releases Technology Upgrade to Its Popular Personalized Wallpaper Service Across Its Suite of Wallpaper Products

New Personalization and Customization Tools Such as Multi-Line Text, Text Shadowing, Text Angling and Faster Rendering Empower Customers to Develop and Distribute More Innovative User Generated Content on Mobile Devices

PLEASANTON, CA--(Marketwire - August 10, 2007) - FunMobility announced key enhancements to its personalized wallpaper service included in their popular wallpaper applications such as Wallpaper Universe™ and FunScreenz™. The improvements let consumers create personalized multi-line text, text with soft drop shadows in varied colors, shadow strengths and textures. Additionally, these products will now allow for text angling within the personalized message area for more dynamic effects. Finally, the upgrade offers opaque text, anti-aliasing, and significantly faster rendering of text effects. These additions will significantly improve users' experiences and their ability to create and share truly innovative and creative content.

"These enhancements are key to FunMobility maintaining our lead with our best-in-class mobile user generated content applications," said Adam Lavine, FunMobility CEO. "The millions of consumers who use this service regularly will love these new features."

The upgrade will automatically work on any FunMobility wallpaper application. Any carrier with Wallpaper Universe, FunScreenz, FunGirl Wallpaper or any other FunMobility personalized wallpaper service will automatically enjoy the benefits of the new technology.

This enhancement will also continue to fuel the wildly popular "what's on your mind" feature that allows users to text in a message to FunMobility's that is automatically rendered into a wallpaper that is ready for millions of customers to view, rate and discuss within seconds. With over 500 serviceable handsets and an addressable reach of over 200 million active mobile customers, these latest enhancements continue to showcase FunMobility as a true leader and innovator in the mobile media, user generated content and social networking space.

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](#)

Press Contact:
FunMobility, Inc.
[Email Contact](#)
925-598-9700

Privacy Statement | Terms of Service | Sitemap | © 2008 Marketwire, Incorporated. All rights reserved.
Your newswire of choice for expert news release distribution.
1-800-774-9473 (US) | 1-888-299-0338 (Canada) | +44-20-7562-6550 (UK)