

Press Release



IMMEDIATE

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mymobilephone launches Java games

mymobilephone 1st in Australia with Java games

mymobilephone.com.au is the first Australian owned and operated mobile content retailer to provide Java games to Australian customers. The Java games service launched earlier this week is available to customers using Telstra, OPTUS and Vodafone networks and a number of their affiliated networks and service providers.

Popular game titles are available for download directly from the mymobilephone.com.au website for compatible Nokia mobile phones. Siemens and SonyEricsson handsets will also soon be supported. New games will also be added regularly.

about Java games

Java games are the latest form of gaming available for mobile phone users. Java games are downloaded to a mobile phone in a similar way to a ringtone, logo or picture message but instead of being made up of one or more sms messages, they are in fact a separate small program which is saved in the memory of the phone. The game can be accessed from the menu system of the mobile phone. Java games can also be deleted or removed.

why are Java games better?

Downloadable Java games are graphically richer with faster interaction than the standard games included with most mobile phones. They are more complex, more entertaining, more fun and can be upgraded or replaced. Just like an arcade game, Java games are simple, fun to play, are available in full colour and come with sound. Popular titles available include Racing Fever, Collision Course, Caveman, Snowboarding, Goldminer, Open Season, Cannons, Oil Rig, Wild West, Blobz, Darts, Bowling, Reversi, Checkers, Chess, Backgammon, Tank Attack, Cricket, and many more.

What is Java?

Java is a special programming language commonly used on websites to produce dynamic graphical content and animations. A cut-down version of this language has been developed specifically for lower power computer equipment such as PDA's and mobile phones. This cut-down version is called Java 2 Micro Edition or J2ME for short. J2ME is simple, yet sophisticated enough to allow small programs to be written in the language typically 30 – 50kB in size. While this technology has been very successfully applied in the development of mobile games, other non-entertainment and commercial applications are also emerging such timesheet and credit card management applications.

J2ME is fast becoming a standard feature of many new mobile phones. It is available in most new Nokia mobiles and is also available in selected Siemens, SonyEricsson, Motorola, and Sharp mobile phones.

about mymobilephone.com.au

mymobilephone.com.au is a leading Australian provider of entertainment and business services to mobile phone users. mymobilephone.com.au believe in keeping things simple and above all, fun and easy to use. Services include web2sms, sms2email, email2sms, ringtones, logos, graphics, m-cards, and a comprehensive on-line mobile phone shop with the latest mobile phones, PDA's and accessories. Visit www.mymobilephone.com.au for more details or contact Harold Dimpel on +61 410 622 272.

www.mymobilephone.com.au
info@mymobilephone.com.au
ABN 20 101 150 565
Tel 0410 622 272
Fax 0414 029 123
Po Box 602 CURTIN ACT 2605

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