



"Foneshow Breaking News" Introduced to Broadcasters

REDWOOD CITY, CA -- (MARKET WIRE) -- 04/23/08 -- WIRELESS INNOVATIONS 2008 -- In the company's first official public showing, Foneshow, the leader in short-form audio content for cell phones, today announced "Foneshow Breaking News" at the Dow Jones Wireless Innovations 2008 Conference in Redwood City, Calif. Foneshow Breaking News offers a free, advertising-based solution to news organizations seeking a more efficient platform to distribute information to their audience. By leveraging the cellular telephone network, Foneshow Breaking News enables reporters to file stories on-site as news breaks and allows producers to distribute information to virtually any wireless phone in the world using Foneshow's patent pending technology.

"The public wants news as it happens, and Foneshow Breaking News provides a seamless solution from the content provider to the end user," said Erik Schwartz, founder and CEO of Foneshow. "We believe that mobile phones provide a unique opportunity for news organizations to increase their reach, provide greater value to their viewers and develop new sources of revenue. Our technology helps meet all those objectives."

Every step of the news distribution process is made easier with the Foneshow Breaking News. Wherever or whenever there is a breaking news event, a reporter, producer, web staff, or other personnel can file a report from their cell phone by simply dialing a number provided by Foneshow. As a story is filed it is instantly sent to a producer or editor via email, who merely has to add a headline and any necessary text to publish the "Foneshow." Audience members sign up to receive news alerts on a content provider's website, and as soon as news breaks they receive a text message with a customized embedded phone number to call and listen to the audio report of the news.

Foneshow has the capability to incorporate audio brands and any pre-roll audio sponsorships into each Foneshow Breaking News segment, thus presenting an additional source of revenue. The breaking news solution works with any cell phone and Foneshow supplies the software, set-up and training at no additional charge, allowing a smooth transition to moving into the mobile space.

Foneshow is a venture capital funded technology company based in Portland, Maine, that has built a telephony-based distribution platform for short-form audio (primarily news/talk radio and podcast programming). The platform leverages the cellular telephone network and enables users to subscribe to, access, publish, share, and consume short-form audio programming immediately

from any cell phone. The system features the very rapid propagation of programming from the creator to the consumer.

About Foneshow:

Foneshow was founded in late August of 2006 on Ballston Beach in Truro, Massachusetts by Erik Schwartz and Nic Wolff, two technology industry veterans and lifelong friends, to deliver short form audio to mobile phones. Foneshow's technology is available to more than 250 million cell phones in the U.S. and 2.7 billion cell phones worldwide. In August 2007, Foneshow closed a series A venture capital round with CEI Community Ventures, Masthead Venture Partners, and Small Enterprise Growth Fund of Maine.

Add to DiggBookmark with del.icio.usAdd to Newsvine

Media Contact

Rachel Carr

Dan Klores Communications

212-918-5253

Email Contact

© 2008 SYS-CON Media Inc.