

Firm



Innovates with ring tone device

It is anticipated that this form of technology - called sideloading - will have a substantial impact on the ring tone industry, the firm stated.

Synchro Arts' Singtones have been designed in order to adapt to the shift in equipment. The innovative approach allows users to record tracks then fix it to a backing track, it said.

Via the device, ring tones can then be sent after intermingling with a backing track and used as specific caller ID.

Boss at Synchro Arts
Jeff Bloom said that the whole industry should take comfort from the development and see it as a chance to progress.

"We've always felt that whilst standard ring tones offer mobile customisation, what people really want is personalisation. For example, Singtones offer perfect caller-IDs," he commented.

In related news, the mobile company T-Mobile has said that it will invest in drug testing programmes.



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