KILL 'CRAZY FROG' AND CREATE YOUR OWN 'TECHNO TOAD'

Submitted by: Media Safari
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STAND OUT FROM THE CROWD AND EXPRESS YOUR PERSONALITY IN A UNIQUE WAY WITH RINGTONE MEDIA ST

Ringtone Media Studio, one of the first design studios to be launched dedicated wholly to mobile phones, enables users to create unique ringtones, photos and videos and completely personalise their phone so that no mobile will look or sound like any other.

Launched by Avanquest UK, Ringtone Media Studio has everything a user will need to convert digital media, whether music CD, MP3, or digital stills, into useable formats for a mobile phone, meaning no more contracts, subscription fees or pay-per-download from expensive content providers.

Mobile phones are as much about self-expression and individualism as they are about communication. Ringtones are no longer just alerts to ringing phones; they represent a way for individuals to express themselves musically. With the increase in the number of phones available with photo and video capabilities, demand is growing for creative tools that enhance the basic functions of the phones and allow for greater personalisation.

Through an easy to use interface mobile owners will now be able to take control and manipulate their own content to create exactly what they want, when they want and as many times as they want using the advanced editing tools that include 'Melody Studio', 'Image Studio' and 'Video Studio.' Their own customised content will be automatically converted into the correct format and transferred from a PC to a mobile using Bluetooth, IR or cable*.

Having installed the software on their PC, users will be able to select from their favourite digital files including MP3 and images from their digital cameras or from Ringtone Media Studio's library of over 5,000 pieces of free content. After choosing the content they want to see and hear on their mobile, they can select from one of the following three editing functions:

Melody Studio for quickly creating brand new ringtones, it enables musical clips to be selected (from MP3, MIDI polyphonic files, or audio CDs), then modified (mixing console, audio effects, voice recording), and finally automatically converted to mobile phone format.

Image Studio for easily designing original backgrounds and screen-savers, it enables the user to touch-up images, pictures, and displays stored on a PC, crop them using a zoom tool, add numerous effects, frames, symbols and/or text, as well as other features. A preview screen enables the user to verify a rendering of an image before transferring it to the mobile phone.

Video Studio for easily producing original video clips, enables the user to produce videos by combining several sources, modifying their duration, and adding text, sound, music, special effects, transitions, etc. The videos can be viewed on the phone and sent to the users' correspondents in MMS format.

"As a design studio dedicated to mobile phones, Ringtone Media Studio enables users to customise their mobile phones without downloads, therefore without any additional cost. This is an undeniable advantage,

since each month nearly 120 million ringtones are downloaded in Japan, 60 million in Europe, and 1.5 million in the United States", explains Bob Lang, President of BVRP's Mobility & Communications Division.

Notes to editor:
Ringtone Media Studio has been developed by BVRP, the leading Mobility & Communications Division of Avanquest Software's parent company. It will be available from 1st July 2005 for £19.99. *Cable not included.

System Requirements:
Windows® 98/ME/2000/XP; 400 MHz Processor; 128MB RAM; 40MB free hard disk space; CD-ROM.

About Avanquest Software
Avanquest Software is a global developer and leading publisher of best-selling personal and professional software designed for utilities, office productivity, communications and mobility worldwide. Headquartered in France, with operating units, subsidiaries and offices located in United States, France, Germany, Great Britain, Spain, China and Korea, Avanquest Software products are marketed in over 100 countries, through e-commerce, OEM partnerships and IT resellers. Founded in 1984 as BVRP Software and listed since December 1996 on Euronext (ISIN FR0004026714), Avanquest Software forms part of the Eurolist, NextEconomy segment and SBF 250 index. In 2004, Avanquest Software posted record financial results, with revenue of €57.0M, operating income of €6.9M and a net income of €5.3M. Additional information on Avanquest Software is available at www.avanquest.com.

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