



Coke addict

ME had a chat with Simon Buckingham when the Mobile Streams boss flew into the UK last month. Simon, you recall, is a keen collector of Coke bottles, and he was slaving over the European Coke Zero cans cruelly denied to him in NYC. Alarmingly, he told us that his missus is not so keen on his hobby. C'mon Mrs B, give the guy a break. He's minted.



Mmmm, bendy

ME's been an enthusiastic audience for Trixcell's mobile magic tricks before. We just got a preview of a new spoon bending app. Just think of one of the items of cutlery on the screen and wait for it to bend. It's amazing - and coming to a phone near you soon.



A Short ding a ling

Mike Short wants you to play with his ding-a-ling. Let us explain. Chuck Berry had a huge hit song with this innuendo-packed song in 1972 - and the whole thing was recorded live at the Coventry Lanchester Polytechnic in England. If you listen to the bit where the crowd join in the chorus you might be able to hear the departing chair of the Mobile Data Association, who was a student at the time. Listen really carefully and you may hear the bit where he improvises a new verse about NFC and developing markets. Good choice of song, really. *My Ding A Ling* - that's a ringtone isn't it?



The Naked and the Dead (Sea)

Four years ago ME's Tim Green went to Helsinki and within hours of exchanging business cards with Nokia execs found himself stark naked with them in a sauna. He never thought he'd repeat the experience. But then he went to Israel for a Cellcom conference. This time it was kit off for the floating Dead Sea experience. SExecs like AT&T's Jordan Berman (pictured) and Tag's Ted Cohen have no secrets from ME.



Rome nearly trashed in a day

The Nokia Games Summit in Rome nearly killed 300 people. Nokia gathered the trade at the top of the Castel Sant Angelo when the worst storm in 100 years was brewing. The marquee was torn apart, glasses were smashed and patio heaters were flinging themselves across the marble. The weather was so bad, poor old Peter Parmenter from EA had to fly into Naples and take a 200 euro cab all the way to Rome. Expense that.

MOBILE ENTERTAINMENT



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SUBSCRIPTIONS

UK: £50 **Europe:** £75
Rest of World: £90

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Intent Media is a member of the Periodical Publishers Association.

Total average monthly net circulation per issue for January 1st 2007 to December 31st 2007 was 8,012.

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