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NEW MOBILE FASHION LIFESTYLE

Talking About a Revolution .

There's a revolution happening in the world of high-technology mobile phones and it's coming direct from the streets . Today's young , tech-savvy , fashion conscious consumers are the driving force behind some radical changes in the way mobile phones are designed and used . These users are demanding that their phones are more than simply practical - they want phones that are sheer fun , personalized fashion statements , and a culture-bending way to quickly communicate that breaks down all the barriers . With key technologies already on the market such as MMS for messaging and e-mail , and Java for downloading applications , this revolution is paving the way to a truly digital lifestyle .

Messaging Around .

The newest development in mobile messaging is called Multimedia Messaging Service , or MMS for short . MMS allows mobile phone users to incorporate audio , images , and other rich content going beyond traditional text messages , transforming them into personal collages of vision and sound . It provides automatic , immediate delivery of personal multimedia messages from phone to phone or from phone to e-mail .

Limitless Possibilities

Almost everyone has downloaded ring tones and graphics to their mobile phone. But now, thanks to Java technology, you can further zap your phone full of interactive, dynamic applications that will unleash the full potential of your lifestyle. Java is both a programming language and a software platform so the interface possibilities are virtually limitless.

Examples of Java applications include interactive games, animations, life management tools, travel-related applications and information tools. You download and store them in your handset for use and, when they are no longer needed, it is easy to delete them.

A Sign of Attitude

Bringing all this technology together in one sleek, attractive, user-friendly package is the radical new Nokia 7210. Combining the best of design and technology, this phone has a daring and distinctive new keypad layout that breaks all the rules, a versatile four-way scroll that makes navigating the high-revolution color display a pleasure and your choice of one of the Xpress-on covers in the season's most sought-after colors and adorned with a distinctive oval design. More than just a phone, the Nokia 7210 is an essential fashion accessory.

But it's the newest technology and sizzling applications that will rock your lifestyle. Check out the polyphonic sound and integrated stereo FM radio. If you find yourself often juggling several things at once, you'll love the convenient and liberating integrated hands-free speaker.

With its vibrant full-color screen, the Nokia 7210 phone is perfectly suited to receive multimedia messages that include images, audio, and text. You can also send or forward messages containing images and text to other MMS-enabled phones and the Nokia 7210 supports GPRS, so you can check out a restaurant guide or book a flight when you're on the go. With WAP over GPRS, services are not only faster but also more economical, since you only pay for the information you send and receive. Plus the Tri-Band support will help you to stay connected wherever you go.

Adapted from The Nation , November 2002.

Vous rédigerez en français, un compte rendu de l'article dans lequel vous intégrerez les éléments suivants :

- Définition d'un M.M.S. (1,5 pt)
- En quoi il représente une révolution en matière de haute technologie. (4 pts)
- Définition de Java. (2 pts)
- A quels consommateurs le M.M.S. s'adresse plus particulièrement et pourquoi. (4 pts)
- En quoi le Nokia 7210 symbolise cette innovation. (4 pts)
- Des exemples de services qui sont devenus rapides et économiques grâce au Nokia 7210. (3 pts)

N.B. : la cohérence, l'expression et la présentation de votre travail comptent dans la note finale. (1,5 pt)

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