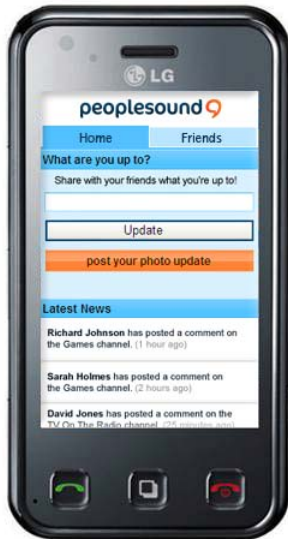


peoplesound, the SMS and integrated mobile Internet social network for true relationships and a more personal communication

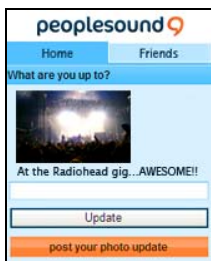
peoplesound helps people stay in constant touch with their circle of friends, keeping them up to date in real time with what's happening with a photo and, before too long, with a video as well — all while they're on the move and not stuck in front of the PC.



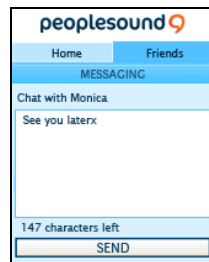
Features and benefits

- **In constant touch:** updates on the move and option to comment on status updates, 30 free SMS a day, themed “Channels” so that you can follow your own interests and passions or the latest news about your favourite stars.
- **Optimised for the mobile phone:** SMS notifications of status updates, Java client for chatting and social networking, picture/video upload from mobile phone, reduction in connection times and battery consumption thanks to the connection manager.
- **Simplicity of use:** a dynamic friends list, personalised privacy level management, import of contacts from the mobile’s telephone directory and the option to call your contacts within peoplesound even if you don’t have their mobile phone number.
- **Seamless user experience from a mobile device and from a PC:** complete ability to make the most of the particular features of the environment (phone/PC) used.

Picture upload



Free SMS/chat



peoplesound channels



Website



How to sign up and how much it costs

You can sign up for peoplesound by connecting either from the website on the url <http://www.peoplesound.it/>, or from your mobile by entering the link <http://m.peoplesound.it/>. peoplesound is a completely free service: you only pay for the Internet traffic costs to the telephone operator, therefore a flat mobile tariff plan is recommended.

New features added to peoplesound

- **SMS/email notifications.** Anyone signed up to peoplesound will always be in touch with their friends thanks to the new SMS and/or email notifications. It is no longer strictly necessary to have a mobile Internet connection because it is possible to update your status sending a text message to +447964917061 and receive news from your friends, because everyone will receive updates on everything that is happening within their own profile and network.
The most important notifications:
 - text and multimedia STATUS UPDATES entered by the 20 contacts
 - COMMENTS on your own status or the status of friends on which comments have been made
 - NEW FRIENDSHIPS of your own contacts
 - BIRTHDAYS
 - REMOVAL of own contact from a friend's list
- **Updated user interface on all the platforms (web, WAP and client) with the introduction of the friends list.** The dedicated page can be used to manage all friends who are registered, invited or awaiting approval, up to a maximum of 20. A friend can be searched for on your friends list and invited via SMS or email with a more intuitive and automatic mechanism. It is not possible to exceed 20 friends: if a friend request is sent or received, the "friends list" will tell the user to remove one of the 20 existing users before confirming the new relationship. All relevant changes on the friend's list will be reported within the lifestream and notified to the 20 contacts.
- **Friends in order of importance.** A new functionality has been implemented within the personal list of contacts which helps users get in touch with their closest friends. The new arrangement ranks users within the friends list based on interactions (comments, status updates, SMS) and frequency of use. This means that the most "important" friends will always be at the top of the list and it will be easier to get in touch with them.
- **New privacy settings.** As of today, users can choose whether to make their profiles public or private: if an unknown user carries out a search and accesses a private profile he/ she will see no information but will merely learn that the person is registered with peoplesound; similarly, if the profile is public he or she will only see the basic information and network of friends. Additional configuration parameters on the means of communicating and interacting with your friends list have been added with the new version:
 - the user can choose which and how many notifications to receive
 - in what way (via SMS or email)
 - "night time protection" to prevent SMS messages being received during the night
 - the maximum number of SMS messages to be received every day can be set
- **3 free SMS to the top "20 friends".** A new functionality has been added for users who do not belong to the users' friends list: it will be possible to send 3 free SMS to anyone by entering the recipient's telephone number. This functionality is intended to be an additional tool offered to users to encourage their friends to join the friends list. It is to be added to the existing communication tools, such as for example unlimited SMS for all friends on peoplesound (a max of 30 a day), including those sent abroad.
- **New Java client.** The new client has a brand-new graphic interface.. The initial screen is subdivided into two main tabs, "Home" and "Friends", and vertical navigation simplifies access to the content with the mobile device. Unlike the previous version of the java client it is possible to update multimedia status updates, follow updates of friends and channels, send free SMS and chat directly with them whilst on the move. It can be downloaded simply by accessing <http://d.peoplesound.com> from your java-compatible mobile.
- **What happens on the channels?** Those who are signed up and are following more than 10 channels have to select their 10 true passions in the areas of music, sport, cinema, TV and fashion.