



Mobile Entertainment Finally Gets Its Oscar, Courtesy the Academy of Wireless Arts, Video and Entertainment

Two-hundred million to vote for top content on wireless phones, via TheWaveAwards.org

For Immediate Release

EASTON, Pa./EWORLDWIRE/Oct. 1, 2007 --- Despite the power and pull of the biggest names in the world of entertainment, the involvement of media giants and the investment of billions of dollars by telecommunications companies, "Less than five percent of wireless phone users in the U.S. subscribe to mobile entertainment content." This is according to telecommunications industry veteran Kip Hartman, executive director of the Academy of Wireless Arts, Video and Entertainment (WAVE) (TM).

Personalities in the world of entertainment - Michael Eisner, Fergie (from the Black Eyed Peas), Ellen Degeneres and Justin Timberlake - are delivering some of the best entertainment the general public has never seen. The main problem is, says Hartman, "The public doesn't have a good way to discover what entertainment content is available. Content creators rely on wireless carriers to introduce their offerings to carrier subscribers - with limited success."

To fully address this lack of knowledge issue, the Academy has created The Wave Awards(TM). In the grand tradition of the Oscars(R), Emmy(R) and Grammy(R) Awards and covering more than twenty categories of content, The Wave Awards becomes the first program to recognize and celebrate the best in mobile entertainment and communications, as voted by the public. The Wave Awards presents a unique and powerful voting Web site and a much-needed marketplace for the public to discover, compare, vote for and even acquire their favorites - in entertainment content, products and services for wireless devices.

Nominations will be announced October 15, 2007, and the first annual Wave Awards' winners will be celebrated in November in areas such as in cutting-edge made-for-mobile content, in video clipped from broadcast television, for music videos, games and more.

For a great story that will appeal to everyone who carries a mobile phone, visit '<http://www.TheWaveAwards.org>' for more information.

Kip Hartman can be reached at (610) 986-1073 to schedule an interview. A biography and Q&A are available upon request.

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