

Team-content wireless cards for U.K. fans

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Fans of two British soccer teams can now buy cards for their cell phones that will deliver content specific to their favorite clubs.

Israeli distribution provider Ki-Bi announced Wednesday that it has tailored wireless cards to offer exclusive content from the Liverpool and Chelsea teams in time for next month's European Championship League Finals.

The cards will be offered initially to subscribers of Orange UK wireless service and could become a popular value-added service for wireless companies and content providers worldwide.

"Football clubs have huge potential for mobile content, such as video, ring-tones or wallpapers," observed Ki-Bi's European sales director, Richard Cohen. "Traditionally, this sort of content would be accessed via a WAP portal from the handset; however by using the Ki-Bi card, Orange will be able to simplify the download process resulting in increased download volumes."

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