

## **In Brief: mixipix offers new animation messaging**

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The U.K. company mixipix launched Friday a new mobile messaging system that will allow consumers to send animated cartoons instead of text or static pictures.

The system will enable consumers to create and send the cartoon message from their phones to other phones via the newly launched WAP portal.

According to the company, which launched its cartoon messaging service in 2004, animated cartoons will provide consumers with a more personal and emotionally expressive outlet.

"While a great many of the messages sent through our system are for events and occasions normally associated with greetings cards, we're finding that a large percentage of our audience are using cartoon messages to express their emotions," said mixipix Chief Executive Officer Lesley Keen.

"Now our users can create and send messages direct from their mobile phones making this a far more spontaneous experience," Keen added.

"The new WAP portal has been designed to streamline and simplify the whole process as far as possible to ensure that sending cartoon messages becomes as much a part of a user's mobile life as texting or downloading a ringtone."

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