

AIM-enabled version of imstar* released

May 26 2006

Interactive media company Bandalong Entertainment said Thursday it reached an agreement with AOL over an AIM-enabled version of imstar*.

The new version will be built on the Open Aim platform, said the company, which provides a lifelike 3-D avatar-based instant-messaging program for teens.

"We are thrilled to announce the imstar* integration with AOL's AIM service," said Bob Carter, founder of Bandalong Entertainment. "We are now able to offer the millions of teens on AIM a great way to showcase their creativity while chatting. Through imstar*, teens can decide how they wish to be seen on any given day."

Imstar* members need only to log onto the program using their AIM screen names to access the customized version of their AOL or AIM Buddy List for imstar*.

"We opened the AIM platform to communities, companies and developers because we recognize and value the benefits that creative programs like imstar* can bring to our users," added Marcien Jenckes, vice president and general manager for AOL's AIM service. "The custom imstar* client offers teens enhanced self expression with engaging avatars that bring a new level of excitement to instant messaging. We are very pleased to welcome imstar* users to the growing AIM community."

Copyright 2006 by United Press International

Citation: AIM-enabled version of imstar* released (2006, May 26) retrieved 26 April 2024 from <https://phys.org/news/2006-05-aim-enabled-version-imstar.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.