In Brief: Helio launches new mobile service

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Helio LLC announced Tuesday the immediate nationwide availability of its new mobile service designed for very connected younger consumers.

The service will be available through helio.com, 888-88-Helio and at 1,000 retail locations by the end of May, said the company, which is a joint venture between wireless carrier SK Telecom and Internet service provider EarthLink.

High-end multimedia products launched by Helio will be "the Hero" and "Kickflip," while services provided include MySpace on Helio, video messaging and streaming, picture and text messaging, 2D and 3D games, and mobile Internet and Yahoo! Search.

Subscribers will also have access to three all-in memberships on Helio's 3G network: 1,000 anytime minutes for $85 per month, 1,500 anytime minutes for $100, and 2,500 anytime minutes for $135. Also available will be an à la carte option with 500 anytime minutes for $40 a month and pay-as-you-use multimedia services.

"Helio is custom-built for the lifestyle of young people who have their mobile device at the center of their universe," Helio Chief Executive Officer Sky Dayton said in a statement. "Mobile devices are with us all the time and they shouldn't be limited to making calls, sending text messages and downloading content. With Helio, mobile is about staying connected in innovative ways where sharing your world includes content like videos and games, or unique personalization that you know your friends will love. These are things that have been happening on the

Internet for years, but haven't been taken mobile -- until now."

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