



*Taking the Waiting out of Dating...*TM

PRESS RELEASE

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Watford, UK – July 19th, 2005: 3G.co.uk, a 3G news and information website profiles the latest news from the 3G Dating Agency.

BBC BBC1 Debuts 3G IP Video Conferencing

2005 has widely been proclaimed by tech and media analysts to be the year when the reality of next generation 3G Video mobile phones will finally arrive. Globally over 70 networks have launched next generation 3G services and in only the last six months subscriber numbers in the UK have doubled to a total of over 3.5 million.

At 9pm on the 24th of July 2005 the BBC1 Science program, "The Secrets of the Sexes", produced by Rod Williams ('Ladette to Lady'), will use 3G Video Mobiles to link scientists and single members of the public in personal, one-to-one video consultations. Using 3G technology these leading scientists will provide insights into the increasing confusion between men and women - today over 60% of the UK's adult population live alone, and in London there are over 8 million single adults - and will also use video calling to give practical advice to the public on how to succeed in the dating game.

But does the advice work and can 3G Videophones really help?

In the program viewers will see Dr Alan Hirsch, Neurologist and Founder of the Smell & Taste Treatment and Research Foundation in Chicago, use 3G video calling to connect with the single contributors in London. By advising them on the science of smell he will help them to transform the chances that they have attracting potential partners.

Dr Stephen Marquardt, Oral & Maxillofacial surgeon and founder of Marquardt Beauty Analysis, Inc., also used transatlantic 3G video conferencing to advise a make up artist in London on how to transform the physical appearance in line with his theories on the biological and mathematical bases of human visual attractiveness.

"To connect with my subject on a transatlantic video call using a 3G mobile was amazing, I thought this was something that would remain within the confines of science fiction for years. Once over the initial surprise it proved an excellent way to communicate as I could direct the make up specialist and suggest alterations in real time as changes were being made. It is clear that physical appraisal of one another's appearance will remain the most important motivator for successful relationships".

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Although there has been lots of hype about the revolutionary new services and content that 3G has the potential to offer, until now, compelling new services have been thin on the ground. Tomi Ahonen, the most published 3G analyst and Professor of Telecoms at Oxford University has identified many of the latest trends before they happen and recently announced "The 3G Dating Agency" as the winner of his coveted global award for innovative new content.

"3G video phones have empowered wireless communities in new ways. The ability to produce, record, edit and broadcast multimedia content has now become mainstream. With over 60 million empowered 3G video phone subscribers the Connected Age has finally arrived and peer to peer community generated content is now the most important media for connected communities".

Following a successful trial last summer (click here to read the Telegraph report) the 3G Dating Agency have now launched the world's first multimedia community service to utilise the technologies that next generation videophones offer. By delivering online dating communities with the opportunity to connect wirelessly through the always on personal space of the mobile phone the service is certain to prove very popular with "Generation TEXT". In addition, through a unique registration process (including the confirmation of every members identity) the service is also positioning itself as the "Safest way to date for genuine adults"

Romi Parmar, CEO of the 3G Dating Agency said: "The 3g.co.uk is a great site for information on 3G – a technology that has become the worlds fastest adopted technology".

About the 3G Dating Agency

The 3G Dating Agency is the worlds most advanced global mobile social networking phenomenon that doesn't require subscription and works on any internet enabled mobile phone. Our service is a great way to find new friends or partners for fun, dating and long term relationships and our technology enables us to offer unrivalled levels of safety, convenience and ease of use – thus enabling you to **Take the Waiting out of Dating...**