



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

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London, UK - Chicago, USA - July 26th, 2005: The 3G Dating Agency assists single participants of the primetime BBC Science Programme "Secrets of the Sexes" as they try to find partners.



Romi Parmar, CEO of the 3G Dating Agency said: "To get the opportunity to show how 3G Video Mobiles can bring people together on a BBC Science programme on dating was very exciting but when Director Rod Willams [of "Ladette to Lady" fame] asked us could we also bring their scientists closer to participants we knew we had our work cut out - as their scientists were the other side of the Atlantic. Rising to the technological challenge together with Samsung Mobile we gave the BBC a technological exclusive preview - with the first transatlantic 3G Video Call!"

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The 3G Dating Agency Ltd is incorporated in England and Wales Company Number 06432284



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In addition to the single participants in the program, Dr Stephen Marquardt, Oral & Maxillofacial surgeon and founder of Marquardt Beauty Analysis Inc, 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".

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...**