



Personal Ringtone Creator



Product Description





Introduction

The *FreshTone* personal ringtone creator is an application for mobile phones that creates ringtones according to the mood of the user. You tell us how you feel and we make a song for you. Every song it creates is unique, because every user is unique. Every time a ringtone is created it will be different. When the user does not like the tune that is created for him, or when his mood has changed, he (or she) can adjust his mood and we will make a new tune for him. This way, every user will always have a 100% *unique* and *fresh* ringtone according to his mood.



The Phone Application

The application is very simple. The first menu contains a generate button so the user can make a new song with only one click. A user can also personalize the application and select a mood to make it even more unique and tailored towards his wishes.



Personalize

In the personalize menu the user can enter his name and birth date, favourite colour, whether he or she is in love, and more personal info. The personal settings can be seen in the icon bar in the top of the application. The program will use these personal settings when it creates a new tune. This way, we tailor the ringtone towards the needs of the user.





Generating

After the generate button is pushed, the phone generates a new ringtone according to the mood and the personal settings of the user. The generating time is between three and ten seconds. After the phone has created a new ringtone, the user is redirected to the player screen.



Playback

In the player screen, the user can listen to a newly generated ringtone and compare it with ringtones that were generated earlier. The user can create a maximum of five tunes before he or she has to select a tone to buy.



Saving

After a user has selected the tone he or she likes the most, the tone can be purchased so it can be used as a ringtone. It is possible to save more than one tone if the user wishes to do so. For every tone the user saves, he pays the local market value of a polyphonic ringtone. We will offer the application for the price of a game and the user will only also have to pay for the ringtones that he or she saves.



Options for saving

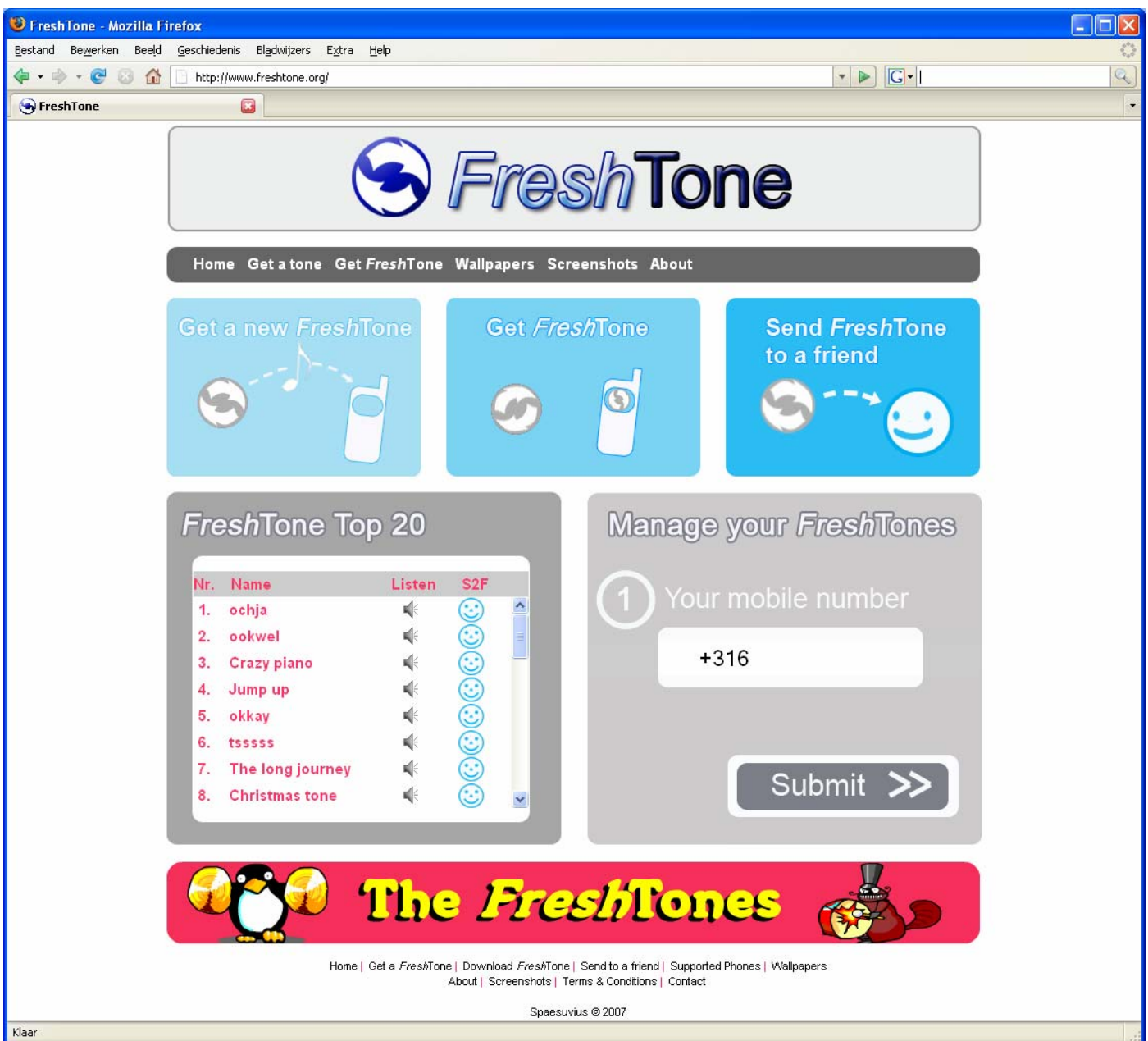
When the user is saving a ringtone, he can choose to get a wallpaper from one of the “FreshTones”, convert the ringtone into a realtone, or to send it to a friend.





Website & Community

On the website www.freshtone.org users can give their mobile number and manage the tones they have bought. Users can also join a competition with their generated ringtones. They can share their tones with other members and vote for tones in the competition. A tone entered in the competition could also become available for other members to buy. If a user has generated a nice tone, the site can be used to send the ringtone to his friend. A user can for example generate a “love tone” and send it to his girlfriend with a special message.



The screenshot shows the FreshTone website interface. At the top, there is a navigation menu with links: Home, Get a tone, Get FreshTone, Wallpapers, Screenshots, and About. Below the menu are three main action buttons: 'Get a new FreshTone', 'Get FreshTone', and 'Send FreshTone to a friend'. The 'Send FreshTone to a friend' button features an icon of a globe and a smiley face.

Below these buttons are two main content areas:

- FreshTone Top 20:** A table listing the top 20 ringtones with columns for rank, name, a 'Listen' button (speaker icon), and an 'S2F' button (smiley face icon).
- Manage your FreshTones:** A form for entering a mobile number, with a 'Submit' button.

At the bottom of the page, there is a red banner for 'The FreshTones' featuring a penguin and a character. Below the banner is a footer with navigation links and the copyright notice 'Spaesuvius © 2007'.

Nr.	Name	Listen	S2F
1.	ochja		
2.	ookwel		
3.	Crazy piano		
4.	Jump up		
5.	okkay		
6.	tsssss		
7.	The long journey		
8.	Christmas tone		



Wallpapers

To enhance the user experience of the *FreshTone* product there will be wallpapers available through the site and the phone application. The wallpapers contain animations of characters from our band: “The FreshTones”.



Marketing

Freshtone will be desirable for users because it enables them to personalize their mobile device. Nobody will have the same ringtone, so in a crowded subway you know it is your phone ringing and not the one of the person next to you who just happens to have the same ringtone. Using *FreshTone* to generate a personal ringtone is a new concept, and as such has gadget value, so people will at least want to try it out. It is fun to use. We have a *FreshTone* version for almost every phone on the market. It is not expensive and is easy to use, making it very approachable for a big audience.

Every ringtone will be 100% *Unique*, 100% *Personal*, and 100% *Fresh*. When a user is bored with his old ringtone or wants a ringtone that better suits his mood, within seconds, he can generate a new and fresh tune tailored to his wishes.



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Technical Specifications

Size	52-96 Kb
Average time to generate ringtone	3-10 sec (depends on phone)
Output	General Midi File (SMF) & Realtone (MP3)
Ringtone length	Between 12 and 30 seconds
Supported Languages	English, Spanish, Dutch, Russian, French
Average ringtone size	7 kb
Minimal Java Configuration	CDLC 1.1 & MIDP 2.0
Compatible with	See appendix A
Tested for	See appendix B

For more technical specifications mail: Baneke@spaesuvius.com





Appendix A: Compatible Devices

Motorola	Nokia	Nokia	Samsung	Sony Ericsson	HTC/ T-Mobile
Motorola A780	Nokia 2610	Nokia 7370	SamsungSGH-A437	Sony Ericsson D750	T-Mobile MDA Vario
Motorola A910	Nokia 2626	Nokia 7373	SamsungSGH-C300	Sony Ericsson F500	T-Mobile MDA Vario II
Motorola C975	Nokia 2630	Nokia 7390	SamsungSGH-D500	Sony Ericsson J300	T-Mobile MDA
Motorola C980	Nokia 2660	Nokia 7610	SamsungSGH-D520	Sony Ericsson K300	Compact II
Motorola E1000	Nokia 2760	Nokia 7710	SamsungSGH-D600	Sony Ericsson K310	T-Mobile MDA
Motorola E1070	Nokia 2855	Nokia 8800	SamsungSGH-D608	Sony Ericsson K320	Compact III
Motorola E680	Nokia 2865	Nokia	SamsungSGH-D800	Sony Ericsson K500	T-Mobile MDA III
Motorola E770	Nokia 2865i	8800_Sirocco_Edition	SamsungSGH-D820	Sony Ericsson K510	T-Mobile MDA IV
Motorola i605	Nokia 3109_classic	Nokia 8801	SamsungSGH-D828	Sony Ericsson K550	
Motorola i760	Nokia 3110_classic	Nokia 9300	SamsungSGH-D830	Sony Ericsson K600	
Motorola i855	Nokia 3152	Nokia 9300i	SamsungSGH-D840	Sony Ericsson K608	
Motorola i860	Nokia 3155	Nokia 9500	SamsungSGH-D900	Sony Ericsson K610	
Motorola i870	Nokia 3155i	Nokia E50	SamsungSGH-D900i	Sony Ericsson K618	
Motorola i875	Nokia 3220	Nokia E60	SamsungSGH-D908	Sony Ericsson K700	
Motorola KrzrK1	Nokia 3250	Nokia E61	SamsungSGH-E200	Sony Ericsson K750	
Motorola KrzrK3	Nokia 5070	Nokia E61i	SamsungSGH-E340	Sony Ericsson K790	
Motorola L2	Nokia 5140	Nokia E62	SamsungSGH-E350	Sony Ericsson K800	
Motorola L6	Nokia 5140i	Nokia E65	SamsungSGH-E360	Sony Ericsson K810	
Motorola L6i	Nokia 5200	Nokia E70	SamsungSGH-E370	Sony Ericsson K600	
Motorola PeblU6	Nokia 5300	Nokia	SamsungSGH-E378	Sony Ericsson P1	
Motorola Q	Nokia 5500	E90_Communicator	SamsungSGH-E380	Sony Ericsson P910	
Motorola	Nokia 5700	Nokia N70	SamsungSGH-E388	Sony Ericsson P990	
RazorMaxxV6	Nokia 6020	Nokia N71	SamsungSGH-E390	Sony Ericsson S500	
Motorola RazorV3x	Nokia 6021	Nokia N72	SamsungSGH-E420	Sony Ericsson S700	
Motorola RazorV3xx	Nokia 6030	Nokia N73	SamsungSGH-E428	Sony Ericsson T650	
Motorola RazrV3	Nokia 6060	Nokia N75	SamsungSGH-E490	Sony Ericsson V600	
Motorola RazrV3e	Nokia 6070	Nokia N76	SamsungSGH-E500	Sony Ericsson V800	
Motorola RazrV3i	Nokia 6080	Nokia N77	SamsungSGH-E570	Sony Ericsson W200	
Motorola RazrV3t	Nokia 6085	Nokia N80	SamsungSGH-E730	Sony Ericsson W300	
Motorola RizrZ3	Nokia 6086	Nokia N90	SamsungSGH-E760	Sony Ericsson W550	
Motorola RizrZ8	Nokia 6101	Nokia N91	SamsungSGH-E770	Sony Ericsson W580	
Motorola RokrE1	Nokia 6102i	Nokia N92	SamsungSGH-E780	Sony Ericsson W600	
Motorola RokrE2	Nokia 6103	Nokia N93	SamsungSGH-E788	Sony Ericsson W610	
Motorola RokrE6	Nokia 6110_Navigator	Nokia N93i	SamsungSGH-E790	Sony Ericsson W660	
Motorola RokrZ6	Nokia 6111	Nokia N95	SamsungSGH-E830	Sony Ericsson W700	
Motorola SlvrL7	Nokia 6120		SamsungSGH-E870	Sony Ericsson W710	
Motorola SlvrL72	Nokia 6125		SamsungSGH-E898	Sony Ericsson W800	
Motorola SlvrL7e	Nokia 6126		SamsungSGH-E900	Sony Ericsson W810	
Motorola SlvrL7i	Nokia 6131		SamsungSGH-F300	Sony Ericsson W830	
Motorola SlvrL9	Nokia 6133		SamsungSGH-i600	Sony Ericsson W850	
Motorola V1050	Nokia 6136		SamsungSGH-P200	Sony Ericsson W880	
Motorola V1100	Nokia 6151		SamsungSGH-P858	Sony Ericsson W900	
Motorola V195	Nokia 6152		SamsungSGH-T209	Sony Ericsson W950	
Motorola V365	Nokia 6155		SamsungSGH-T319	Sony Ericsson Z1010	
Motorola V975	Nokia 6155i		SamsungSGH-T509	Sony Ericsson Z310	
Motorola V980	Nokia 6165		SamsungSGH-T619	Sony Ericsson Z520	
	Nokia 6170		SamsungSGH-T709	Sony Ericsson Z525	
	Nokia 6230		SamsungSGH-T809	Sony Ericsson Z530	
	Nokia 6230i		SamsungSGH-U600	Sony Ericsson Z550	
	Nokia 6233		SamsungSGH-X160	Sony Ericsson Z558	
	Nokia 6234		SamsungSGH-X490	Sony Ericsson Z610	
	Nokia 6235		SamsungSGH-X495	Sony Ericsson Z710	
	Nokia 6235i		SamsungSGH-X497	Sony Ericsson Z750	
	Nokia 6255		SamsungSGH-X510	Sony Ericsson Z800	
	Nokia 6265		SamsungSGH-X530		
	Nokia 6265i		SamsungSGH-X540		
	Nokia 6270		SamsungSGH-X620		
	Nokia 6275		SamsungSGH-X640		
	Nokia 6275i		SamsungSGH-X650		
	Nokia 6280		SamsungSGH-X658		
	Nokia 6282		SamsungSGH-X670		
	Nokia 6288		SamsungSGH-X678		
	Nokia 6290		SamsungSGH-X700		
	Nokia 6300		SamsungSGH-X708		
	Nokia 6680		SamsungSGH-Z140		
	Nokia 6681		SamsungSGH-Z150		
	Nokia 6682		SamsungSGH-Z230		
	Nokia 6822		SamsungSGH-Z300		
	Nokia 7260		SamsungSGH-Z400		
	Nokia 7270		SamsungSGH-Z500		
	Nokia 7360		SamsungSGH-Z540		
			SamsungSGH-Z560		