



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

PRESS RELEASE

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London, UK – January 28th, 2008: BBC Digital Planet announce the relaunch of The 3G Dating Agency and speculate as to how it is set to be the key to driving the long awaited mass market adoption of 3G Video Calling.

Digital Planet

DVD wars

Jonathan Fildes reports on all the gossip from the 2008 Consumer Electronics Show in Las Vegas, including speculation that Blu-Ray has edged in front of HD-DVD in the race to conquer the high definition DVD market.

Consumer Electronics Show

Mary Lou Jepsen

Mary Lou Jepsen, inventor of the unique LCD display for the One Laptop Per Child scheme, tells Gareth what's next for her after departing from the philanthropic project.

Mary Lou Jepsen

"Credit crunch? What credit crunch?"

Has the downturn in the US economy affected Silicon Valley? Peter Price discovers that it's lack of ideas not lack of finance that's the problem. Andrew Walker, Economics Correspondent for the BBC World Service, tells Gareth where all the money's coming from.

3G Dating

Could you find your soul mate on a mobile phone?

Gareth speaks to Romi Parmar from The 3G Dating Agency about the next stage in uniting lonely hearts - video chats via 3G mobile handsets.

The 3G Dating Agency

http://www.bbc.co.uk/worldservice/programmes/digital_planet.shtml



Search for love on your video phone.

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Transcript of Interview:

Gareth Mitchell (BBC) **BILL THOMPSON (BBC)** **ROMI PARMAR (The 3G Dating Agency)**

...and finally a new dating service is being launched this week and instead of being web based it's centered on Video Chat via 3G Handsets! And without trying to be too skeptical about going all the way - ie. To pictures as well as just words on a first date I sought more information from Romi Parmar, CEO of The 3G Dating Agency.

Traditionally Dating Agency websites have a lot of members on them who create profiles that are not monitored. On our site all communications and profiles are validated so what we do is that once a person registers as a member we contact them with a SMS saying we would like to set up a video call with you to confirm your identity and to confirm that the pictures you have uploaded are as you.

So that might for instance stop me posting up a picture of George Clooney and passing it off as me then?

Absolutely.

So the next step then is to get into a video conversation with them so if I see someone I like the look of then I'd set up some video exchange.

there are various ways you can do a live video to video conversation so what we suggest is that the ladies don't give out their numbers but the gents who research has shown are quite happy to give out their number give it to the lady so that she may make the video call using her existing minutes within her plan, so it's not costing her anymore and simply by dialing 141 before dialing the call she can withhold her number on the video call.

Once you've got through all that then a video conversation is set up?

Yes

So what happens then? Ha ha... Well I suppose it depends on how the conversation goes!

Absolutely I mean, one of the examples is that one of our customers for instance talked to a young lady and during the conversation he accidentally mentioned that she was the third Video Date he was having that day and that was the end of the conversation basically.

Whoopsie Daisy!



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ha ha ha... so obviously you know it's real time so you've got to really think about what you're saying as what the other person gets is what you are rather than something that you're trying to create.

And this real time live aspect is quite different from the traditional dating websites then where you've got quite a time shift between sending your message and getting something back.

True...traditionally you would send a message on a website it would go off into the internet somewhere and reside there until the other person went to their inbox and checked for that message. With our service what it does is because it's mobile it instantly allows the person receiving the message to be alerted to the fact that they have a message and therefore they can log on, look at the message, and respond to it immediately if they so wish.

There must be a privacy issue to all of this though? I mean apart from anything, you are able to see somebody's face very early on in the encounter. All these details about profile and so on they're all stored within The 3G Dating Agency files and stuff. I mean how much of an issue should that be for us?

In terms of privacy and data protection obviously we follow all the legal requirements and ICSTIS (*Independent Committee for the Supervision of Standards of Telephone Information Services*) guidelines around how and what we do with the data that we hold. On the site itself nobody gets to see anybody else's real name or other information that they don't wish to post up themselves.

And you're making this whole thing localized then, so that as well as being able to click on the faces of people you quite like the look of they can also be in places where you happen to be - which is quite handy.

The beauty of this service is that it works on every 3G Handset and every 3G Network in the world. It has no limitations in terms of it won't work on this one or it won't work on Cingular or AT&T. It will work on every 3G Network and every 3G Handset.

And how does the service know where these people are, I know that they tell you in their profile, you know you're London based or you're Birmingham based but is there technology within all this that locates handsets to a particular area?



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Yes there is, I mean obviously the technology is quite powerful down to the level that we recognize what handset the person is using and using location based services we can triangulate where that person is. What this does, not just for the dating scene, but for community services such as social networking sites. What it does is allow people to arrange meetings, for instance I want to watch the Dire Straits in London where there is a gig going on. Well, I can now talk to people that are within my community and say oh I'm going down to London shall we meet? And because of location based services we can actually tell them who else is in their vicinity.

There you go - that's Romi Parmar, finally then Bill what do you make of all that?

Well I think it's an interesting attempt to revitalize the Video Phone Market because when 3G Phones came out they were sold on the basis that you can do Video Calls and frankly nobody wants to do them. Okay the technology wasn't that great and I've never seen anybody really do this... so... given that sex and gambling have driven so many developments online and on the internet. Turning to sex to try to sell your service seems quite sensible.

So is that short hand way of saying that you think this might make Video 3G Phone Calling a reality?

Well, it might actually take off and it might encourage people to use the video phone service that's available on their phone and then expand that to other uses. So it could be the thing that actually makes people start doing this.

Alright, well thank you very much for that Bill it's been a really "Hot Date" as ever. Well we'll have more for you next week on that note - the producer is Ania Lichtarowicz with her head in her hands behind the screen, I'm Gareth Mitchell, bye bye!

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...**