

Form + Function

What Does Your Cell Phone Say About You?

(NAPSA)—When it comes to choosing a cell phone, the call you make may say more about you than you think.

Trend watchers say cell phones have joined handbags, sunglasses and designer jeans as integral parts of a person's style. And just as celebrities have personal image consultants to help them select the perfect accessories, a new Web site allows people to get the same advice.

"Your style is a window on who you are and what you are all about—it is the public face of your personal brand," says style and image expert Gregg Levine.

Levine recently teamed up with Sprint to launch www.MyCellStyle.com. The site helps people identify their own sense of cell style, then helps them find the perfect accessories to match.

"If you think about it, any choice you make, any item or accessory, tells a little story, and if you tell your story well, it can enhance and enrich your brand," explains Levine. "How a person chooses and uses a mobile phone can say volumes about his or her personal take on style."

Personalizing Your Cell

So what kind of cell user are you? The Web site offers a quiz to help you find out. Here's a look at two categories:

• **Globe Hopper:** Globe Hoppers can't imagine a life without travel, and can't be worried about whether they can use their phone when they touch down at the next destination. The Black-



You can have it all: cell phones with style and all the features you need.

Berry® 8830™ World Edition Smartphone and IP-830W by Samsung® can provide maps and directions from Sprint Navigator, while Spanish Anywhere offers a Spanish/English translation dictionary to use during those exotic travels.

• **Tuned In:** Tuned-In people live, eat and drink music. Their life has a soundtrack, and they want their favorite songs to go wherever they do. Phones such as the MUZIQ™ by LG® or the UpStage™ by Samsung® offer access to the most popular music and artists via the Sprint Music Store™ or Sony's MusicBox Connection. Music lovers can also view the latest mobile editions of Vibe or Spin magazine right on their phones, so they're tuned in to the latest trends in music.

To take the cell phone personality quiz or to learn more, visit MyCellStyle.com.