

'Sholay' now on mobile telephones

Cinema buffs can now watch the classic movie 'Sholay' on the go, thanks to the telecom revolution, as the blockbuster will now be available preloaded on some mobile phones.

Nokia Tuesday unveiled in the capital two new mobile handsets - N81 and N95 8GB - that have the cult movie preloaded. The Nokia N series is a multimedia sub-brand of Nokia.

'It is one of the biggest blockbusters that Hindi film industry has churned out. There could have been no better option than this flick, which is liked by every age group equally,' Vineet Taneja, business director of multimedia, Nokia India told IANS.

'The facility will be available in every N81 and N95 8GB handset across the country. However, there will be no option of sub-titles,' he added.

Bollywood actress Isha Sherwani launched the handsets after a high voltage dance performance.

Other than high storage capacity, the N81 also comes preloaded with English music videos, best-selling Bollywood and Hollywood songs and all-time hit comedy scenes from Hindi movies across genres.

N95 offers a display of 2.8 inches and improved battery power. Its 8 GB flash memory is meant for enjoying videos, playing games or locating favourite destinations with full navigation with assisted-global positioning system (A-GPS).

'We believe our new devices will bring a new dimension to entertainment on-the-go as people will be able to literally carry the whole world in their pocket,' said Taneja.

The launch was followed by panel discussion on the future of the burgeoning mobile entertainment market that currently accounts for 37 percent of the \$28,000 million non-SMS data revenue.

'Currently people in our country spend Rs.15 billion on value-added services like ring tones. It is doubling every year,' said Neeraj Roy, director and CEO of Hungama Mobile, during the discussion.

'20 percent of the music industry's revenue in India is coming from digital trading. Hence, mobile music including ring tones, ring-back tones and full track markets show promising prospects,' said Rajat Kakar, managing director of Universal Music.

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