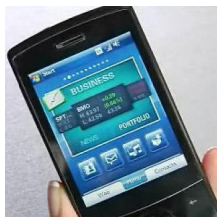


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By: Cosmin Vasile, Communications News Editor

PointUI screenshot 1
Bell Canada

[Bell Launches New User Interface for Windows Mobile Smartphones](#)

PointUI's user interface will be introduced on all Bell's HTC devices

Canadian company [Bell](#) announced this week that it would use its own innovative user interface, called Bell Experience, for its whole line-up of Windows Mobile smartphones. The so-called Bell Experience user-interface has been developed by Bell together with a well-known design company, PontUI and it will be introduced on [HTC Touch Diamond](#) and [HTC Touch Pro](#) for the start.

The interface strongly resembles HTC's TouchFLO 3D, but it's up to you to decide either you like it or not. Furthermore, the interface will be introduced on all HTC's products delivered by Bell Mobility in Canada, but won't be restricted only to the Taiwanese company devices.

"Canadians have embraced smartphones and the mobile data services such as music downloads, E-Mail and TV that are made possible by our high speed 3G network. Making these services easily accessible, the Bell experience gives the user dozens of ways to personalize the home screen, bringing the client experience to the next level," said Adel Bazerghi, Senior Vice President of Products for [Bell](#).

Bell's unique interface seems to be offering more than 60 ways to customize the Home screen using various combinations of 25 icons such as: headline sports, news, weather, horoscopes, E-Mail and more. Just like the [TouchFLO](#) 3D interface, the user can customize its own main screen for quick access to features like live TV channels, music playlists, on-demand videos, radio channels, favorite contacts and applications.

"People can maximize the potential of their smartphones by customizing them with the features and applications important to them," said Andrew Lees, senior vice president, Mobile Communications Business, [Microsoft](#) Corp. "Our Windows Mobile platform helps partners like Bell deliver innovative experiences to customers that are unmatched on other mobile operating systems."

Together with the new UI, Bell Mobility also announced two new services, Email and Internet and Multimedia bundles. Both services require monthly subscription, which starts at \$40 CAN.