

29 August 2008

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Motorola ROKR Z6m,
one of Cricket's best
handsets
Cricket

Cricket Launched a New Mobile Video Service – \$5 Per Month

Available as of now

Cricket Communications, subsidiary of Leap Wireless and North America's tenth largest mobile operator, has announced the availability of a new video service for its subscribers. Simply called "Mobile Video," the flat-rate unlimited service will offer users video clips (from one to four minutes in length), directly on their handsets, for 5 USD per month. The content that Cricket is making available includes FUEL TV sports clips (soccer, mixed martial arts, etc.), music videos, interviews and documentaries, Hollywood Insider entertainment news, comedy clips, cartoons, movie trailers, horoscopes and Spanish language clips. Cricket's new service can be added to any data plan that the carrier is offering and it allows users to personalize it - this way, you can easily find the content that you are interested in the most. The current line-up of Cricket handsets does not include too many models, and neither of them can be seen as a high-end device. Still, some of them are compatible with the new service and can make use of it via their WAP browser. "Mobile Video gives users the freedom of entertainment on the go," says T. Scott Edwards, senior vice president of marketing at Cricket. "Customers have access to the latest news, their favorite artists and sports teams, and the opportunity to discover new and emerging talent. This service provides customers a new opportunity to personalize their handsets. Whether they opt for Reggaeton videos or YU-GI-OH! clips, all customers can appreciate the value of unlimited downloads for one low flat rate." To sign up for the new Mobile Video service you can visit Cricket's [official website](#) or any of its stores from across the United States. With a bit more than 3.3 million customers, Cricket Communications is only a regional US carrier. However, the company intends to grow steadily, and its new video service is a right step in this direction.