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The Sprint logo

## [Innovative Mobile Social Networking Platform from Intercoasting and Sprint](#)

*Sprint is the first carrier to offer the ANTHEM Platform*

Intercoasting Corporation, a top US mobile media company, announced that its innovative mobile social networking platform called ANTHEM will become available in the near future on select Sprint phones. This new networking platform was developed to allow wireless carriers to bring web content and social networking to their customers' [mobile phones](#). The first carrier to benefit from ANTHEM is Sprint, which will offer the platform to mobile subscribers, allowing them to access famous networking sites like Rabble, LiveJournal and Xanga.

Shawn Conahan, the President of Intercoasting Corporation, declared: *"ANTHEM makes it possible for mobile users to participate in two of the most significant trends in on-line communication - social networking and user generated content. We are very pleased that Sprint has selected ANTHEM to enable their customers to access a broad range of leading social networking and community sites."* ANTHEM has the advantage of a web-like and media-rich interface which will help Sprint clients to easily enjoy their preferred social networking service from mobile phones. Regardless of the social networking provider that someone might like to use, ANTHEM's user interface will make it easy to view images, post comments, search profiles, send and receive [messages](#) etc. Starting from next week, mobile access to Rabble, Xanga, LiveJournal and Vox will be available, through ANTHEM, on select [Sprint](#) phones. The fees are 2.99 dollars each per month, but do not include standard data charges. To access any of the above-mentioned sites, you must go to the mobile Web on your Sprint phone, then select Messaging, Social Zone and chose the service you want to be downloaded. After the download is completed, you only have to enter the username and password for the community you want to access. *"We're always looking for new ways to help Xanga users keep in touch. So we're excited to work with Sprint and Intercoasting to enable Xanga users to connect anytime, anywhere"*, declared John Hiler, Chief Exectutive Officer of Xanga.com Larissa Le, Director of Product Management of the Consumer Division at Six Apart, said: *"We want our LiveJournal and Vox customers to have as many ways as possible to keep in touch with their communities, so we're delighted that they can use the ANTHEM client from their mobile phones to do so."* Intercoasting's ANTHEM can also be available for other social networking sites or important brands and entertainment companies that want to grow mobile social networking communities.