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[ZuCasts Changes the Way Mobile Content Is Downloaded](#)

Content is downloaded automatically on a regular basis

ShoZu

2.0 Preview

Your Cellphone. Your Media. Your Way.

ZuCasts is a service conceived by the company ShoZU which promises to change the way mobile content is downloaded. The new service will deliver a wide array of multimedia content including photos and video clips directly to the mobile phone. The novelty is that the user receives the content automatically on a regular basis, without the need to manually download it. This speeds up the download process by eliminating the time lost when opening the web browser and waiting for the web page to load. ShoZU's proprietary data replication technology ensures that files are downloaded invisibly in the background without affecting the capabilities of the mobile phone. Another feature offered by the service is the possibility of sharing images captured by the camera phone. Pictures and comments can be sent to a number of imaging sites, social sites, blogs and photojournalism sites. "People want to be as connected on the road as they are at home or the office, but the mobile Internet is not conducive to fast and easy access," said ShoZu CEO Mark Bole. "Our ZuCasts provide that access without lifting a finger. They just appear on your cellphone, like your daily mail, ready to make you laugh or cry or simply stay plugged in to things you care about. Add our image-sharing services, and you have a whole new way to stay in touch when you're on the go."