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## [iqzone Unveils the First Mobile Service for Creating Classified Ads](#)

*Users can take a photo or video clip to create a classified ad with their mobile phones*

iqzone unveiled at DEMO 2007 the first mobile service for creating and receiving classified ads. The iqzone service allows anyone with a camera-enabled mobile [phone](#) to take a photo or video clip of any product or service to post a classified ad. Users can also send text-only ads. Developed in response to the rapid growth in the online classified and sell-it-yourself service markets, coupled with the popularity of [mobile](#) devices, text messaging and photo/video sharing, iqzone is well-positioned to change the face of classified advertising allowing it to compete directly with print and online services. "iqzone is the next logical step in classified advertising. The classified market is growing exponentially and camera-enabled mobile devices are pervasive. Using mobile [technology](#) to globally connect consumers to targeted merchandise, services and promotions is a huge opportunity," said Michael Bates, CEO of iqzone. What users have to do is take a photo or video of any product, service or just stuff around the house, add a text description and a price, and then upload to iqzone. The ad will be made instantly available to any targeted area for any duration of time, according to the seller's request. Buyers can track items of interest by keyword or product category, and can either view the latest items on their iqzone page or have an alert sent directly to their mobile [device](#). Users can remain anonymous and flag anything inappropriate. iqzone will be available on any device that allows users to browse the web. Mobile phones with built-in [cameras](#) are the most practical for the service, but for those that do not have mobile phones but still want to reach the iqzone community to buy or sell, the service can be accessed directly via PC or laptop. "We have transformed classified ad placement into a swift, easy and convenient process. iqzone will also be used for social networking and online advertising. We are in active discussions with major retailers and carriers," added Bates. iqzone will be launched in the second quarter of 2007. The service will be free of charge.