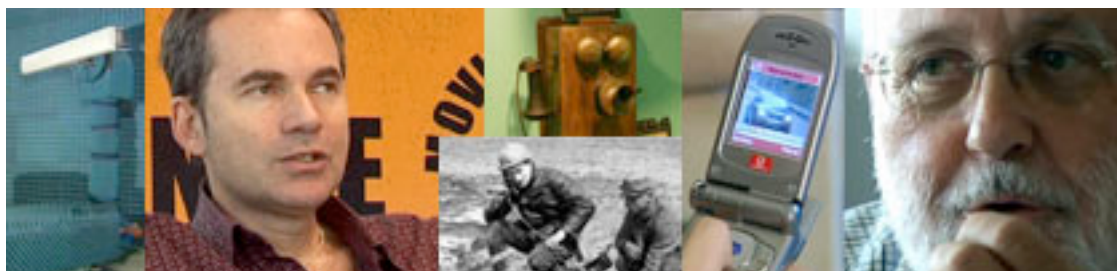


Mobile Phone

Dir: Juan Luis de No
55' - emf/Odisea - 2005



Cell phones ceased being a simple communication device to become an icon of our times, where apparently there are no frontiers or limits to its expansion. In the early eighties cell phones were seen as something from a science fiction novel and within less than a decade they had grown in epidemic proportions to melt with our life style. Today it will be impossible to imagine a world without its presence: in most European countries there are more active cell phones than inhabitants. WAP, GSM, GPRS, UTMS... their technology advances rapidly and we find ourselves out of the loop inadvertently. However, is the youngest generation the ones that had turn the cell phone into their sign of identity, and for whom cell phone developers, designers and engineers, cater some of their most brilliant discoveries. For any user, the cell phone is not just a device that allows them to have a conversation from practically everywhere, but a game toy, a watch, an agenda, a clock alarm, a writing table where they had developed a new language, a photo and video camera, a mp3 player, a radio... and in some instances is becoming a *pocket top*. A CD with hundreds of music cuts exclusively made for cell phones, new specialized TV channels solely design for SMS chatting, the main makers of video consoles have the cell phone users as their main goal for the distribution of their products. This revolution just began...



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