



For Immediate Release

## **See and be seen with Video Calling from Bell Mobility**

Mobile video service built on Facebook® Platform is a North American first

MONTREAL, November 4, 2009 – Bell today announced Video Calling, a new service available on Bell Mobility's new HSPA network that lets clients make and take phone-to-phone video calls with other Bell Mobility clients – or even receive video calls on their mobile phones through an exclusive application built on Facebook® Platform.

Now available on the LG Xenon and Samsung OMNIA II smartphone launched today, unlimited Video Calling can be added to any Bell Mobility plan for \$5 a month and is included in many plans at no extra cost.

“Bell Mobility is the first mobile provider in North America to offer a video calling service that lets clients see and talk to each other by phone and also integrates seamlessly with a client's Facebook profile,” said Adel Bazerghi, Bell Mobility's Senior Vice President of Products. “Facebook friends can use their web cams to place video calls to Bell Mobility clients in Canada with Video Calling capable phones via a dedicated page on their Facebook profile.”

Calls made using the online Facebook application can originate from any computer with a web cam around the world without incurring long distance or usage charges. To download the free application, search for the “Bell Video Call” application on Facebook and follow the easy steps to complete the installation. Users can customize their Facebook accounts to select which friends can see the Bell Video Call application on their profile. Once installed, friends with access to the video calling application will be able to visit the client's profile page and click on the Bell Video Call tab to start a video call.

Unlimited Video Calling is available throughout Bell Mobility's HSPA coverage area across Canada, which reaches 93 per cent of the population and 20,000 towns and cities.

### **About Bell**

Bell is Canada's largest communications company, providing consumers and business with solutions to all their communications needs, including Bell Mobility wireless, Bell high-speed internet, Bell TV direct-to-home satellite television, Bell home phone local and long distance, and IP-broadband and information and communications technology (ICT) services. Bell is proud to be a Premier National Partner and the Exclusive Telecommunications Partner to the Vancouver 2010 Olympic and Paralympic Winter Games.

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News release

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