

## nova media unveils the missing link between OS X and cell phones

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Most cell phone manufacturers do not offer a Macintosh solution, but nova media bridges the gap with FoneLink 2.0. The cell phone suite offers a familiar Mac-like solution to exchange files, synchronize data, manage SMS text messages and to backup and restore cell phone contents.

"FoneLink 2.0 is completely rewritten. It is fast, reliable, and offers a Bluetooth assistant to pair a cell phone to the Mac, if needed." states Jan Fuellemann, PR spokesperson at nova media. "FoneLink 2.0 supports many cell phones from Motorola, Nokia, Samsung and Sony Ericsson."

FoneLink supports drag and drop throughout its new user interface and offers an activity monitor to display current and cued actions. The improved sync-manager now includes built-in support for Apple's Sync Services technology to sync with Entourage, iCal and Address Book along with other Sync Services-savvy applications.

FoneLink can automatically convert music, videos and photos on a Mac to formats that are instantly viewable and playable on the cell phone. iTunes playlists can be synchronized and a ringtone editor allows the creation of individual ringtones from any compatible music file.

Last but not least, FoneLink has the ability to create a comprehensive backup of a cell phone's data in the background. If the mobile phone or its data gets lost or damaged, it is easy to restore individual data files using drag and drop, or to restore a comprehensive backup using the restore command.

### PRICING AND AVAILABILITY

FoneLink 2.0 is a free update from previous version. It requires Mac OS X 10.4.9 or later and is priced at Euro 33,57 plus VAT (US-\$ 33,57 plus VAT for customers in the US and Canada). FoneLink is available for download today at nova media's website [www.novamedia.de/fonelink](http://www.novamedia.de/fonelink).

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Since 1996, nova media is the premier source of Macintosh solutions for the mobile industry like hardware manufacturers and network operators.

Today, nova media is the market leader in mobile data solutions for Macintosh Computers. The success of nova media is based on its two flagship products launch2net and FoneLink.

launch2net is an easy to use internet connection manager for mobile devices like cell phones, USB modems and ExpressCards. It has been licensed by T-Mobile, Vodafone and Sony Ericsson, besides others. FoneLink is a comprehensive cell phone management solution, providing advanced synchronization, data and media file management, SMS text messaging and backup features.

In addition to these flagship products, nova media offers innovative solutions like its iPhone migration tool Fone2Phone, which has recently been awarded one of the best 12 products at Macworld exhibition in 2008.

[You can find this press release here](#)