

fring your friends, mobile



What is fring™?

fring™ is an award-winning mobile internet community and communication service that allows friends to connect, share experiences and enhance their communities together from their mobile device. They do this using a combination of proprietary fring utilities and the internet's most popular social and community applications including Skype®, Facebook®, MSN® Messenger, GoogleTalk™, Twitter, Yahoo!™, AIM®, ICQ®, Orkut.

fring has evolved from its heritage as a mobile IP-based communications-centric service, into a rich, community-based platform in which fring users, or 'fringsters', manage and interact with friends via their personal fringFriends™ list - an interactive and dynamic contact list of online friends from all your social communities, unified in one place.

Redefining the traditional mobile address book and representing the next generation of 'always-connected' contacts, the fringFriends list sits at the heart of the fringsters' mobile experience and is enhanced with dynamic displays delivering real-time presence, status, availability and user-generated content such as mood, behaviour and location.

The fringFriends list provides a launch-pad for additional experiences; from here fringsters view each others' profiles, instant message and call each other. They swap files, listen to music & enjoy a variety of fring Add-on™ mobile internet experiences together in real time.

Effectively, fring turns the mobile into the ultimate, real-time social device, connecting friends continuously and providing the ability to know what's happening and be everywhere online, all of the time, from the mobile.

Company background

In development for over two years, fring officially launched at Mobile World Congress in February, 2007.

fring's technology was jointly created by high-tech and telecom expert Alex Nerst and digital industry veteran Boaz Zilberman.

Avi Shechter, a consumer internet veteran and Venture Partner at Veritas Venture Capital spotted the broad market potential and joined as Co-founder and CEO to strengthen the end-user dimension and lead the go to market strategy.

Established in Tel Aviv, Israel, with marketing representation in the UK, fring is backed by US-based venture capitalists North Bridge Venture Partners and Venfin limited, Israeli venture capital funds Veritas and Pitango, and serial hi tech entrepreneur Yossi Vardi, a private investor with a strong track record in bringing consumer internet product offerings to market-leading success.

fring user benefits

fring empowers users to rethink how they use their mobile device and discover the full social potential of the mobile internet.

fringsters have the freedom to use fring with any available mobile internet connection - 3G, GPRS, Wi-Fi at home, at the office or at the millions of "hot spots" around the world; and fring removes barriers which existed previously between platforms, enabling fringsters to connect and share experience with friends regardless of whether they're on mobile, a laptop, midi device or desktop PC.



fring is a real-time, always-on, always-connected mobile internet application, meaning it runs in the background, without the need for a browser, continually updating itself and the details of friends and events as they happen, wherever and whenever they happen.

fring is free to download and free to use. Following installation via an SMS message and simple registration process, fring automatically integrates all of the fringster's mobile contacts and online friends into the dynamic fringFriends™ contact list. At a glance fringsters can then see whether their friends are online, offline, away or already engaged in a call. They know whether each other are on their mobiles or at their PCs and which fringAdd-on experiences they may be enjoying at any one time.

Operating on seven major mobile operating systems, fring is available over thousands of the world's most popular devices: Nokia, Samsung, iPhone & iPod touch, Windows Mobile, Sony Ericsson & other Java-based devices, as well as emerging platforms such as Linux, and Android.

fring is available in seven languages (English, French, Chinese, Italian, Russian, Spanish and German)

fringsters also make free and low cost local and international calls to each other and landline and regular cellular numbers using fring and/or their SkypeOut/SkypeIn accounts or almost any internet voice service (SIP), even from nonSIP-enabled handsets.

fring and 3rd parties

Recently fring released its API, providing a compelling opportunity for third parties to leverage fring's always-on mobile internet capabilities and develop fringAdd-Ons, mobile community/social applications which sit and operate within fring. The first fringAdd-ons released include handy mobile versions of social networks, internet music radio, video streaming and email notification applications, adding a new dimension of mobile internet experience to fring.

A number of third- party relationships have been established with tier 1 global brands and services, network operators, manufacturers and others. We welcome the opportunity of talking about working together with any third parties who wish to leverage the benefit of mobile internet community and communications via fring's always-on, real-time customer- engagement platform.

fringAdd-ons can be created easily under the fringAPI by any web developer with a basic knowledge of XML/PHP. More information is available by visiting the fring Developer Zone at developers.fring.com.

fring vision, growth & achievements

Originating from a vision of freedom, fring was born out of a desire to fundamentally change the way friends interact and communicate, using the inherent combined power of the mobile and the internet.

Our vision recognizes that the mobile has become the most important device in the user's world and that the traditional model of one to one communication has been replaced by an insatiable desire for social and community behavior – making connections, interacting and sharing real-time experiences with your entire online world at once.

fring is a truly global phenomena, with a growth rate exceeding 500,000 new active user registrations per month in less than 2 years since launch and users in more than 200 countries – that's fringing in almost every country on planet Earth!

fring is continuing to develop its product, services, features, supported devices and third party relationships in line with its desire to bring the philosophy of fringing freedom to as many people as possible.

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