



**Technology: What's Next in Cellphones**

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Technology

## THE JOURNAL REPORT

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### COMING SOON TO A PHONE NEAR YOU



*Your cellphone is about to get a lot smarter. Here's what to expect in the months ahead.*

### Advanced Games

By Jessica E. Vascellaro

**AdME Inc.** of Melrose, Mass., is creating mobile games synchronized to a soundtrack, similar to popular console titles such as Guitar Hero. For instance, AdME's DanceLord allows users to press keys to make figures dance in time with the music. GuitarStar awards users points for hitting cellphone buttons timed to the music's beat.

Early versions of some games are already available. The company is working to expand the concept by creating games that allow users to mix together their own tracks of music, says Christopher Payne-Taylor, chief marketing officer of AdME. Eventually, players may be able to choose their own custom avatars as well, according to Mr. Payne-Taylor.

**AdME**  
advertising-driven mobile entertainment

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