

# CHARGED

MIDDLE EAST

ESSENTIAL KIT FOR MEN

**SUMMER MOVIES**  
IN A DARK CINEMA NEAR YOU!



## STILL SPINNING

Mattel Hot Wheels accelerates to 40



# MOBILE DOWNLOADS

IS THERE NO END TO WHAT YOUR LITTLE TECHNO FRIEND CAN DO?

**MADONNA**  
Still Rockin' Granma

**HARLEY ROCKER**  
We're on a road to Nowhere



**R2D2 PROJECTOR**  
The Force not included!

I SSN 1477-4836



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DHS10, LE10, KD1, BD1, JD2, DR1, QR10, SR10

# Welcome

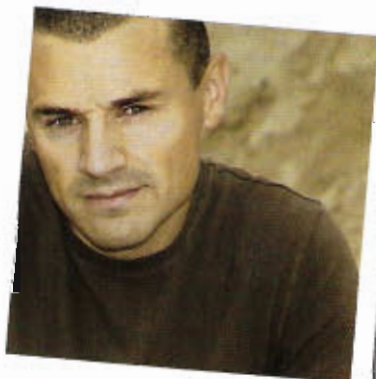
There I was, minding my own business, when all of a sudden I noticed it had all gone quiet. Alex, Alex... Alex! Right, so he's off then? Better do some work then I guess and figure out how I get one of these *Charged* thingies together then? What we need is a load of gadgets, some hot vehicles and a few girls. Throw some movie reviews and a ton of games into the pot, stick it in the oven and you've got yourself an issue of *Charged!* Can't be that hard surely?

Unfortunately, it is and I am still catching up on my sleep as you read this. In just one issue we managed to get up into the mountains on some Harleys wearing nothing but leather tassels and a smile, somehow got a racing car onto the 45th floor of an apartment building in the marina just because it sounded like fun, tried not to catch the curse of Superman by wearing one of those funny looking Japanese masks and still fitted in a 32-hour flight to Vegas, only to spend half the trip staring at a completely unfathomable one-armed bandit. We later realized there was nothing to work out. You simply pulled the handle and left the rest to fate!

After that whirlwind lap of the world, *Charged* returned from Vegas to Vegas, sorry I meant Dubai, to find poor old Maria Carey had cancelled her May show. What a shame! *Charged* had a whip round for her and raised about seven Dirhams (found down the back of the sofa). Hope she comes back soon, so we can book a trip to somewhere else!

All this leaves just one question: What are we going to do for the next issue!!!

**Noel Ebdon**  
Acting Editor



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## What we've been doing this month

### Wasting..

time playing mobile games as 'research' for our download feature

### Riding..

around on Harleys pretending to be a greasy biker and failing miserably.



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# MOBILE

## DOWNLOADING

Your sister loves it, your boss has got a habit, and even your dad has been known to dabble a little. Yep, mobile downloading - it's changing the world as we know it.

**Until recently,**

the idea of mobile downloads conjured up images of teenagers crowding round the latest 'happy slapping' incident on YouTube, or pushing the developed world to DEFCON 1 irritation levels by downloading Crazy Frog ringtones. But as mobile phones have become increasingly cool, so have the items we can download onto them.

With even the most low-tech mobiles supporting video, imagery and radio, and your new swanky iPhone capable of receiving streaming live football games or entire movies in one go, there is a lot more to entertain yourself with on long journeys than texting your mates or playing Snake. Use our non-geeks guide to mobile downloads and you might find yourself getting some inside clues about what the heck is actually going on in *Lost* or single-handedly running a Premiership Football Club.

**CUL&R**

So where did it all start? Well, cast your memory back to the early days of owning a mobile phone, or 'bricks' as they were known in the mid-nineties. Text messaging is where it began. Originally seen as a notification service - which would tell you that the hot chick from Thursday night had left you had a new voicemail message or, conversely, that you were skint again with a low credit balance - networks and handset manufacturers were gobsmacked when they realised that our new, anti-social MTV generation preferred to send short messages rather than speak to actual people. Fast-forward a year or two and users were starting to forward each other monophonic ringtones and silly or rude 'pictures' created from text and symbols. For the 1990s generation, it was just

one step forward from when we used to write BOOBIES (5318008) upside down on a calculator display.

**The Polyphonic Spree**

Never shy to seize the opportunity to make a fast buck, handset manufacturers quickly introduced polyphonic ringtones, a vast improvement on the monophonic tones which sounded like someone learning to play piano... badly! The first commercially downloadable ringtones were created by a Finnish mobile operator in 1998, a concept which spread quickly across Europe and Asia and developed into a \$2 billion dollar a year industry by 2005. Does anyone remember the Crazy Frog? Or, should I say, can anybody forget the Crazy Frog? Despite being voted 'The Most Annoying Thing In The World', the Crazy Frog 'ring ding ding' ringtone sound - generated by 17-year old Daniel Malmédahl doing an uncanny impression of a two-stroke engine - netted licensers Jamster a cool £14 million. The Crazy Frog song also became the first ringtone to cross over to the UK Singles Charts in the form of an 'Axel F' rip-off tune, hitting the top spot in May 2005.

**Frog spawn**

Hot on the frog's heels arrived a new technology - Multimedia Messaging Service or MMS. Basic cameras allowed mobile users to take grainy pictures or fuzzy video, which could be sent to friends via MMS, spawning a whole new genre of embarrassing your mates after they'd had a few too many. Suddenly the YouTube generation exploded into existence. Improved camera, video and other application technologies - combined with increased screen size and resolution - has meant

that today's mobiles are like mini-movie machines. Internet enabled mobiles let users treat their mobiles as extensions of their PCs, and whether you want to view a Microsoft Word file, download questionable Paris Hilton videos or upload shaky camera phone footage of the time you saw the hot one from the Sugababes in Mall of the Emirates, you can do it from wherever you are in the world.

**On the game**

With mobile internet usage mushrooming, the download market is one of the most lucrative new markets. Ringtones are at the top of the most downloaded charts, but other product marketers have been quick to get in on the act. Mobile gaming is now the biggest trend. Playing games on your mobile has progressed a long way since Snake or Blocks, with a move towards complex 3D games which can be played real-time with multiple players across the world, like a mini-version of Xbox-360.

The market is surging with new players - and more importantly, new games - joining every day. In fact, data from mobile measurement firm M:Metrics showed that during February over 48 million people played a mobile game in the United States, almost one-fifth of the population. So isn't it about time you got online and thrashed some spotty American teenager at NASCAR?

**Have You Got the Nimbuzz?**

Nimbuzz is bringing to the mobile what Skype pioneered for the PC. Recently launched in the UK, Nimbuzz provides mobile users and online communities an all-in-one solution for free mobile VoIP calling, conference calling, instant messaging, chat and

group chat, and photo and file sending across Skype, MSN, Google Talk, Yahoo!, AIM, Jabber and ICQ, plus social networks including Facebook and MySpace.

Wanna get in on the action? Just download the free application to your mobile and register. Contacts from your Instant Messaging communities are combined into a single contact list, with icons showing which contacts, and from which communities, are online. Nimbuzz works on more than 500 handsets worldwide including Nokia, Samsung and LG. It's free to download, but internet data usage will be charged according to your network operator rates. To install Nimbuzz Mobile, visit [www.nimbuzz.com](http://www.nimbuzz.com) or visit [m.nimbuzz.com](http://m.nimbuzz.com) on your mobile.

**Biggest waste of bandwidth**

Can't cope with not knowing where Brangelina are currently holed up? Need the latest on TomKat? Celebrity 'news' site, [www.hellomagazine.com](http://www.hellomagazine.com), has two mobile services in the UK. If you're desperate for a Paris fix or a LiLo update, you can subscribe to a daily MMS and SMS celebrity news update. Subscribers will receive one message per day containing the latest MMS news story with images, or an SMS headline. Thankfully, the local gossip mags are yet to condemn us to purgatory with a Dubalan version.



# I WANT YOUR TEXT

How many text messages do you send or receive each day – and how do you compare to your global compatriots?

USA	2
Malaysia	4
Ireland	5
UK	6
Korea	10
Singapore	12
Philippines	15

## TOP 3 DOWNLOAD SITES

### [www.cellufun.com](http://www.cellufun.com)

In just two years, Cellufun has delivered more than four million downloads of free mobile games such as Sudoku, chess, casino, racing and space battles.

### [www.n-gage.com](http://www.n-gage.com)

With a UAE specific site – no more second-guessing Etisalat – Nokia's N-Gage site is packed to the rafters with mobile games. Try before you buy, from a list which includes EA Sports FIFA 08, Brain Challenge and Asphalt 3: Street Rules, and World Series of Poker Pro Challenge.

### [www.iPlay.com](http://www.iPlay.com)

Global site with massive choice of games, from free-tat to paid-for perfection. Simple to navigate and easily sifts out the games which work on your phone.

# TOP TEN

We've spent hours hanging around in queues or doctors waiting rooms, battling RSI injuries to bring you the ultimate top ten of mobile madness.

## 1. EA Sports FIFA 08 \$13.49 N-Gage

"It's just not cricket."

Bringing home the silverware is harder than ever as you make critical selection decisions to produce a winning team.

Take your club to the top in a fully comprehensive Season Mode or overcome demanding scenarios in Club Challenge Mode. Scour the in-depth stats of your players to pick out the best and make their skills count on the pitch with enhanced off-the-ball movement and sprinting abilities.

## 2. Tetris \$9.49 N-Gage

"It wouldn't be right if we didn't include Tetris: the original timewaster."

More than 60 million fans are hooked on the endlessly fun strategy game. Block your opponent's efforts to clear lines, race a two-minute clock in Ultra mode, or try Forty Line mode, clearing 40 lines as fast as you can. With great new play modes including Clash and Challenge, Tetris takes mobile fun to the next level.

## 3. Mobile Ring \$free Cellufun

Sick of the presidential nominations? Then you'll love this."

Sock the Vote! For the first time ever, mobile phone users can use their handsets to take out their frustrations on their least favourite political characters, and finally without fear of prosecution. Pit different

candidates from US Republican or Democratic parties (Hillary Clinton, Barack Obama and John McCain to name the ones we've heard of) against each other in an evolving virtual environment.

## 4. The Weakest Link \$10.00 iPlay

"Join us in hurling abuse at an imaginary Anne Robinson."

Playing against the clock, you must answer a series of multiple choice questions on a variety of question categories.

If you bank the target score in a round, you can "vote off" your weakest subject category. Fail to bank enough and...

"You are the Weakest Link. Goodbye!"

## 5. Fast and Furious \$10.00 iPlay

"Ditch all thoughts of Salik dodging in your Toyota Echo rental, and instead master street racing."

The most successful mobile game racing franchise hits the streets of Japan with intense 3D graphics bringing drift racing culture to life. Take on the role of an outsider in a strange new city where the rules of the street are both dangerous and enticing. Master the art of drifting and outperform your rivals. The only way to win is to gain respect, mod your ride and prepare for the race of your life against the infamous Drift King!

## 6. Paparazzi Snapshot \$10.00 iPlay

"Your chance to see exactly how Adnan Ghalib gets his kicks."

Enter the strange and absurd celebrity world of the front page. You're an aspiring photographer who's just starting work at one of the least respected newspaper tabloids on the planet: The Daily Mouth. Travel the country hot on the trail of gossip and absurd news stories. Use your eyes and your reflexes to capture photos of strange subjects and sell them for cold hard cash!

## 7. Sexy Pillowfight \$10.00 iPlay

"We reckon your girlfriend will love this. And, if she doesn't, then you will."

You've been selected to join an elite and sexy crew of hot women in the exclusive world of competitive pillow fighting.

Do you have what it takes to rise to the top of the league? Choose your fighter and start swinging those pillows! Start out on a bar top as a novice fighter, earning your stripes. Take it up a level at a prestige club, before reaching stadium level, where only the fittest survive.

## 8. Turbo Pizza \$10.00 iPlay

"An opportunity to think about nothing but pizza. Glorious." On your marks, get set, toss as you face a frenzy of hungry pizza eaters! Armed with a

secret family recipe, Rebecca is out to build a successful pizzeria franchise. Earn cash and budget for new appliances, more pepperoni or developing dough-throwing skills.

## 9. Hooked On: Creatures of the Deep \$13.49 N-Gage

"Tell your wife you're going deep sea fishing at the weekend."

Incredibly easy to pick up and nearly impossible to put down, Hooked On: Creatures of the Deep is a fishing game like no other. Cast your line and catch hundreds of fish, sea creatures, and unique items to store in your virtual live-well. The single-player career mode will challenge you with dozens of quests as you freely roam the expansive real-world fishing destinations! You'll have a blast catching the Loch Ness monster in Scotland, pirate treasure in the Caribbean, and gigantic Tuna in the Atlantic.

## 10. Call of the Pharaoh \$free Cellufun

"If the Global Mobile Awards 2008 say it's a winner, then who are we to disagree?"

Work with your fellow CelluPharaohs to create the largest pyramid possible! Depend on your fellow workers to gather the bricks and ropes used to build up the pyramid, and then call together the engineers to plan, the inscribers to decorate and the priests to bless your pyramid as it grows larger!