

[Mobile Content Bits: Nokia's Big Traffic Plans; Zed Ringtones On Alltel; Sega Mobile; Mobile Billing](#)

By [Matt Kapko](#) - Mon 10 Nov 2008 05:57 PM PST

—**Nokia ([NYSE: NOK](#)) launches traffic program:** Nokia has launched a public pilot program out of its Silicon Valley-based research center to learn about GPS and traffic. Mobile Millennium, which is being done in collaboration with UC Berkeley's California Center for Innovative Transportation, the California Department of Transportation and Nokia's Navteq division, hopes to improve traffic information systems for mobile devices. The logic: if we share our GPS data and real-time information, we can limit traffic congestion. The data is using technology from Navteq, which Nokia recently completed an \$8.1 billion acquisition of the company. [Release](#).

—**Zed gets RealTone JukeBox on Alltel:** Zed's first subscription-based BREW application is coming to Alltel ([NYSE: AT](#)). For \$6, the service includes three ringtones per month which are pulled from a catalog spanning all four major record labels. [Release](#).

—**Sega Mobile launching "Samba de Amigo":** Sega Mobile has launched a mobile version of the popular maraca-shaking rhythm arcade game. *Samba de Amigo* is available now on T-Mobile and AT&T ([NYSE: T](#)) and will be available on Verizon Wireless ([NYSE: VZ](#)) later this year. Pricing varies from \$3.50 to \$8 depending on the carrier. [Release](#).

—**Billing Revolution for smartphones:** The Seattle-based mobile billing and credit card payment company [Billing Revolution](#) has created a new checkout tool that allows developers to use the service on smartphones. Developers can now add billing capabilities to existing mobile applications running on Android, BlackBerry or the iPhone.

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