



# Mobile and Online Dating Working Together

Easy Date Ltd., November 10, 2006

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*Online dating agency, Easydate Ltd, have introduced an ingenious way to keep your dating profile up to date, by including an MMS photo upload feature on their online dating sites.*

PR9.NET November 10, 2006 - Edinburgh, UK - A new innovative feature available to online daters which been launched initially on <http://www.youcangetme.com> gives members the opportunity to take a photo of themselves using their mobile camera phone, send it to a specified number via MMS and it will automatically be included in their online dating profile. The new service was rolled out on [youcangetme.com](http://www.youcangetme.com) this month and has proven to be a great success amongst the young, tech savvy members of the site.

Sean Wood, Marketing Manager at Easydate Ltd, said "We realised by the number of photos we received in the post that not all our members had access to a scanner or a digital camera, so we looked at options that would give them the easiest possible method of completing their profile and increasing their chances of finding a date online. It occurred to us that most mobile phones had integrated cameras so this was definitely the way to go. Our initial trials have proven very successful so we are now implementing this technology across our network of sites."

The MMS upload feature is very easy to use and fits in perfectly with our technologically aware membership. We are a nation of gadget lovers, using our mobile phones in many different ways other than simply making phone calls. This is a sign of the times ahead for online dating and of the need for online dating sites to adapt to the changing lifestyles of its members.

The MMS photo upload service is just one in a line of many new dating features to be introduced by this dynamic company. YouCanGetMe.com was amongst the first to offer fully interactive audio video online dating and earlier this year introduced SMS text flirting services to its members.

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## About Easy Date Ltd.

Easydate Ltd are an Edinburgh-based online dating agency with a network of dating sites including the well known <http://www.datetheUK.com> [[www.datetheuk.com](http://www.datetheuk.com)] and <http://www.myukdate.com> [[myukdate.com](http://www.myukdate.com)]. The company's flagship site, <http://www.datetheUK.com> [[www.datetheuk.com](http://www.datetheuk.com)] was launched initially in 2002 and has built up an impressive membership of almost 1 million UK singles.

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