Hip Hop Association First to Benefit from SoonR4NP

Written by Robert ID3645
Wednesday, 02 May 2007 05:37 -

SoonR Launches free service for Non-Profit Organizations and the Hip Hop Association is the First Non-Profit to benefit from SoonR4NP.

SoonR is the only company that delivers the power of the PC and Mac to mobile phones. SoonR enables mobile communication and the sharing of information instantly from any computer to any handset, and on any carrier network anywhere in the world, so that non-profit organizations can deliver better services and have a positive impact on more peoples' lives.

"We work with organizations across the country as well as internationally, and we communicate important information about our programs on a daily basis," said Martha Diaz, founder and president of the Hip-Hop Association. "SoonR's flexibility gives tremendous power to a decentralized organization like ours. Hip-Hop culture has always been able to collect and share information and resources rapidly. We share that tradition with our staff and community partners."

"The bridge that SoonR has built between any Internet connected mobile device on any carrier network, and files and applications on PCs, has already proven its value to mobile people across the globe," said Abbe Patterson, vice president of worldwide media at SoonR. "With the launch of SoonR4NP and the Hip- Hop Association, the power of mobile communications to strengthen community ties is being dramatically demonstrated."

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"Non-profit communities need accessible technology that allows us to collaborate, share and keep organized," said Rolando Brown, executive director of the Hip-Hop Association. "With SoonR4NP, our organization can build networks by collaborating with different organizations around the world that support the use of Hip-Hop culture as a powerful catalyst for social awareness and youth empowerment."

"Our service is highly valuable to non-profits because of the power and flexibility of our technology," said Martin Frid-Nielsen, CEO of SoonR. SoonR is carrier and handset agnostic, ready to go 'off-the-shelf,' and does not have to be customized for any non-profit organization's preferred mobile carrier or preferred handsets."

Availability

Non-profit organizations registered as a 503c receive service updates free and have the opportunity to participate in advanced trials of new technologies not being offered on SoonR.com. Participants may also be eligible to receive special promotional support through SoonR4NPor their organization. For more information, please visit http://4np.soonr.com

About the Hip-Hop Association

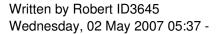**Hip Hop Association First to Benefit from SoonR4NP**

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Founded in March 2002, the Hip-Hop Association [H2A] was formed to facilitate, foster, and preserve Hip-Hop culture. Producers of the largest Hip-Hop film festival and education summit in the world, its mission is to utilize Hip-Hop culture as a tool to encourage critical thinking, social change and unity, while empowering communities through media, education, and preservation and leadership initiatives. For more information please visit www.hiphopassociation.org. For more information about the H2O [Hip-Hop Odyssey] International Film Festival, please visit www.h2oiff.org .

About SoonR

SoonR lets people tap into the power of their computers from any Internet-capable mobile handset or remote computer, anywhere in the world, across any network and without the requirement of servers or expensive software. SoonR users can remotely access SoonR Desktop to search and access documents and images, SoonR Organizer for email, scheduling and contacts and SoonR Talk for mobile VoIP. SoonR integrates with Google Desktop Search, Yahoo! Desktop Search, X1, Spotlight, MSN Desktop Search, Outlook Office 2007 and Skype. PC-based data is automatically formatted for any mobile device and without any SoonR software on the handset. SoonR is built on a secure and extensible, open standards based application platform and works across carriers and handset operating systems including Symbian, Microsoft Mobile 5, Blackberry, Palm and others. The basic SoonR service is free.

Since internet access is necessary to use SoonR, the user must have data service from their carrier and some carrier SMS charges may apply.

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SoonR was founded in 2005 and is based in both Silicon Valley and Denmark. For more information, visit www.soonr.com .

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