



## **Privus Mobile Thinks It's Time You Knew Who's Calling You On Your Mobile Phone**

**New Privus Mobile service provides incoming caller name on calls to wireless phones**

**Dallas – Aug. 4, 2008** – It's something we've all dealt with – a call comes through on your mobile phone, and you don't have any idea who belongs to the number displayed on the screen. It's someone not already loaded into your contacts. Do you answer it? Do you let it go to voicemail? Is it important? Launched today, the innovative Privus Mobile service ([www.privusmobile.com](http://www.privusmobile.com)) from I D YOU, LLC can tell users who is calling by displaying the incoming caller's name and number on the screen. It's the world's first and only real Caller ID for your mobile phone.

"We're all looking for ways to have more control over whom we talk to and when – it's the reason we have mobile phones in the first place," said I D YOU President Greg Smith. "By showing the names of incoming callers – especially those not already loaded in a phone's contacts – Privus Mobile gives users the power to make more informed decisions about which calls they take."

So, who can benefit from using Privus Mobile? The service is a helping hand to the 32-year-old professional whose entire life – professional and personal – is managed from a single wireless phone. It's a social necessity for the 21-year-old coed who's hoping that Dave, the one she gave her number to this weekend, gives her a call sometime. It's a sanity-keeper for the 50-year-old dad who just sat down to a family dinner only to be bombarded by calls from the repair men and painters scheduled to be working at his house tomorrow.

"People are receiving more and more calls on their wireless phones, and they want to know everyone who's calling them, but this Caller ID service that was commonplace on home phones just hasn't been available on wireless phones until Privus," Smith said. "One of the additional benefits of the service is that Privus Mobile will save the caller's name and number into your contact list with the push of a button; or automatically if you wish. No more tedious entering names for every new person who calls you – when they call, you'll get all of their contact information on your display."

Available at [www.privusmobile.com](http://www.privusmobile.com), the downloadable real Caller ID application is specifically designed for smart phones. A full list of compatible devices can be found on the site. Those who are interested are encouraged to visit the website and get a free three-day trial of the service.

### **About Privus Mobile**

I D YOU LLC, a wholly owned subsidiary of Accudata Technologies, has launched the industry-first Privus Mobile service, which provides real Caller ID service to wireless handsets, giving users greater control over who they talk to and when. I D YOU LLC, which is focused on providing the most comprehensive Caller ID service available, is headquartered in Allen, Texas. For more information, visit [www.privusmobile.com](http://www.privusmobile.com).