



Wireless TV & Studios' Exclusive Content and User Interface Used by Digital-Dispatch in New York City

Wireless TV & Studios (WTV), working with Digital-Dispatch (DDS) which has been awarded a Notice to Proceed (NTP) from the Taxi and Limousine Commission of New York City, created the user-friendly interface, as well as innovative programming for the new, state-of-the-art SmartCab™ screens being installed in NYC taxi cabs.

New York, NY ([PRWeb](#)) June 17, 2007 -- Wireless TV & Studios (WTV), working with Digital-Dispatch(DDS) which has been awarded a Notice to Proceed (NTP) from the Taxi and Limousine Commission of New York City, created the user-friendly interface as well as innovative programming for the new, state-of-the-art SmartCab™ screens being installed in NYC taxi cabs.

Digital-Dispatch is one of only four companies awarded the NTP in this area - but Wireless TV's "unWired TV" package is the only service to regularly feature original content created just for in-taxi use. Other features include real time route maps, news, entertainment, local information and exclusive celebrity interviews. Working in conjunction with its affiliate company Mobile Media Solutions (MMS), they attracted top programming partners including CNN, Forbes and New York Magazine, all formatted in an easy-to-use system that will greatly enhance passenger comfort and convenience. In the words of Wireless TV's president, Eduardo Lipschutz-Villa, "We're creating a 'new language' for mobile content that truly takes into account user behavior and interaction with mobile devices."

During the recent 50-car test phase, WTV offered informative segments on museums, clubs, restaurants, plus coverage of movies and interviews with stars like Lucy Liu, Heather Graham and the cast of the recent hit comedy, Hot Fuzz.

New York City taxi riders can expect to see unWired TV in more cabs in the near future, with a full rollout scheduled for October 2007.

With this important milestone behind them, Wireless TV is now focusing on bringing their brand of entertainment and mobile information to other cities.

For more information on Wireless TV or unWired TV, contact:
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