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One Wee Step For Skype

(PRWEB) December 8, 2005 -- WeeWorld, creator of the WeeMee visual identity and Skype, the global Internet communications company, today announced a deal which will enable Skype's millions of callers to create their own WeeMee visual identity within Personalise Skype.

The world famous WeeMee visual identity has been integrated into Personalise Skype which lets Skype users show off their individuality with sounds, ringtones and pictures. Now callers can also create, personalize and download their very own WeeMee, as part of Personalise Skype. Friends, family, colleagues and contacts can see each other's WeeMee as they Skype.

WeeMees are visual identities which allow users to create their own online and mobile personality. Everything about a WeeMee can be customized from facial features, hairstyles and clothing, through to accessories, pastimes, causes, passions and personal interests. From the simplest sports like football, tennis and skiing through more extreme pastimes, and pursuits including snowboarding, skateboarding and light sabres, through to exotic pets, the latest fashions, technology, games and gadgets, there's a WeeMee for everyone in the world.

WeeMees give Skype callers a simple and fun way to make their online life more personal, friendly and interesting. No longer are users forced to search for random pictures on their hard drive to use as their identity or dig out the old graduation or high school pictures. Now every user can represent themselves just as they are (or even as they'd like to be).

Every Skype caller can make, modify and enjoy their own WeeMee. They can make and play with it to their heart's content, making sure the hair, the clothes and the character is just right. Once the WeeMee looks fabulous, it can be downloaded straight to the callers' Skype account where it appears as their personal picture. Downloading the WeeMee for use within Skype costs users around €1.50, or \$1.80.

"Giving Skype callers the chance to become WeeMee creators is very exciting," says Celia Francis, the Chief Executive Officer of WeeWorld, "It's good to talk, but it's nice to be able to see who you're talking to. A WeeMee lets its owner show others who they are, right down to their favorite recreations, pastimes and passions. We're delighted to be working with a company as innovative and pioneering as Skype and we're sure that callers worldwide will enjoy becoming WeeMee owners, making their calls, conversations and conferences more friendly and personal."

James Bilefield, Vice President of Business Development, Skype, said: "WeeMees are a really simple and effective way of making Skype even more personal and enjoyable for callers. Creating and modifying a WeeMee is fun to do and it adds another creative dimension to our new Personalise Skype service which offers our millions of callers advanced features not available on traditional phones."

Visit the Skype online store at: <http://personal.skype.com> to create a WeeMee.

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WeeWorld

Founded in March 2000, WeeWorld is the creator of the WeeMee and a pioneer in advanced mobile and online social networking. WeeMees are a complete visual representation of their creator, which can be used both online and on their owner's mobile phone handset. A WeeMee reflects its owner almost completely, from physical appearance including features, hairstyles, clothes and accessories, through their interests, enthusiasms and passions - and into the real world, with the owner's favourite places and locations acting as focal points for groups of WeeMees. This creates a parallel world of alter-egos with emotional content and expression where real people can enjoy social networking to the full in a secure environment, where anonymity is assured.

WeeWorld has been recognized by a number of leading publications and services as one of the most exciting new services for the Internet and mobile phones in the world today. In 2003 Fortune magazine awarded the company the 'Coolest International Business' award. WeeWorld is also a recipient of Red Herring 100 Europe, a selection of the 100 private companies in Europe and Israel that play a leading role in innovation and technology. WeeWorld is backed by Benchmark Capital, one of the world's leading investors in high technology companies. Online: www.weeworld.com.

About Skype

Skype is the world's fastest growing service for Internet communication, allowing people everywhere to make unlimited voice and video calls for free. Skype is available in 27 languages and is used in almost every country around the world. Skype generates revenue through its premium service offerings such as making and receiving calls to and from landline and mobile phones, as well as voicemail and call forwarding services. Skype also has a growing network of hardware and software partners. Skype is an eBay company (NASDAQ: EBAY). To learn more visit www.skype.com.

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