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BUSINESS TICKER

New Sprint service proves a picture is worth 1,000 calories

Bloomberg

Sprint Nextel Corp., the third-largest U.S. wireless services company, is offering a service that lets camera-phone users send pictures of their food to nutrition experts and receive advice on their eating habits.

For \$9.99 (U.S.) a month, the service will let users send pictures of each of their meals to a nutrition adviser at Quebec City-based MyFoodPhone and get personalized video feedback on their eating habits every two weeks, Sprint said in a statement yesterday.

Users will be able to see their food photos on an Internet food journal on which they also can log data such as weight, exercise and calories burned, the company said.

"Of course, there are ways people can cheat on the diets, but they're not going to be fooling anyone but themselves," said Marc Onigman, a spokesman for MyFoodPhone.

MyFoodPhone has offered the service for about two years, and it has been about two years, and it has been running on a trial basis with Sprint for a month-and-a-half, Mr. Onigman said. The company has a "couple [of] dozen" advisers working for it now and many more who are trained and ready to work, depending on how popular the service becomes, he said, without being more specific.

"With Sprint as a partner, there's no limit to how many people we can take," Mr. Onigman said this week in an interview.

Sprint spokeswoman Emmy Anderson declined to say how many users the company expects to sign up for the service. S (NYSE) fell 26 cents (U.S.) to \$24.69