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Sprint: Step back from the brownie!

By DAVID HAYES
The Kansas City Star

Now your wireless phone can even have a voice in what you eat.

Sprint today launched a new service that wirelessly connects calorie conscious consumers with a nutritional advisor who evaluates the food their eating.

Sprint **MyFoodPhone** customers snap a photo or take a short video with their cameraphone of what they're about to eat and send it off to Quebec-based MyFoodPhone.

The photos are posted on a protected Web site, where the nutrition advisor checks out the chow. Twice a month, the advisor offers advice in a video posted to the Web site.

The \$10-a-month service works with any Sprint cameraphone.

"Sprint is offering MyFoodPhone as the latest extension of how customers can use their camera phones to enrich their lives," Pierre Barbeau, general manager of Sprint's picture mail service, said in a statement.

"One of the biggest challenges for those trying to change their eating habits is to know what they are doing right and where they may need to improve, as well as staying motivated along the way," Tanguay said.

Using data entered by customers on the Web site — height, weight and the like — MyFoodPhone uses USDA guidelines to make daily recommendations for the four major food groups.

In addition to shooting photos of their meals and snacks, MyFoodPhone users also are asked to use the phone to grade the meal based on how much of each food group is in the meal.

The result shows up in a visual "dashboard" that can be accessed by phone, showing them how much of each food group they have left before exceeding their target for the day.

MyFoodPhone currently is available only on the Sprint network. The Quebec company is expected to launch the service with other mobile carriers later.

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