



**Q & A WITH RICH EICHER,  
FOUNDER AND PRESIDENT**

**Q:** Where did you get the idea for the ringtone composer tool you offer through Cellyspace?

**A:** *I began working on this project as soon as I realized how popular ringtones were. People are spending billions of dollars on only a relatively limited selection of ringtones. Not only that, the technology was tied up by these huge companies that only seemed to mostly offer ringtones from the mega-bands. I thought there needed to be a way for 'everybody else', meaning the smaller bands, artists, musicians and creative consumers, to make and distribute their ringtones. And, if they could make some money doing it, that's even better!*

**Q:** Who can use Cellyspace's Ringtone Composer?

**A:** *Anyone. One of the best aspects of Cellyspace is that anybody can find a use for some part of what we offer. Whether you are a kid in a garage band who wants his or her latest 'hit' on their phone or a successful indie artist trying to stay connected with your fans, Cellyspace can help you. Cellyspace is a complete Mobile Media Platform, the Ringtone Composer is only one of the tools we offer.*

**Q:** How do Artists receive a profit from Cellyspace?

**A:** *We give them a percentage of the premium cost for every ringtone they sell. It's also totally free to sign up, upload, create and publish premium ringtones. This is a risk-free way for artists and musicians to spread their music, connect with their fans and hopefully make a little extra cash.*

**Q:** If you had one message to your current or prospective users, what would it be?



**A:** *First of all, have fun with Cellyspace and be creative. Second, make your mobile phone a statement of your personality. Our goal with Cellyspace is to enable personal expression with mobile media. A mobile phone can be more than just a device that makes and receives calls. We want to help people use mobile media to bring fans and bands together.*

[www.cellyspace.com](http://www.cellyspace.com)