

Cold spell sends Britain snap happy

Picture messaging leaps as consumers swap their snow pictures

The snow may be causing chaos on the roads and preventing people getting to work, but it has brought out the photographer in the nation's mobile phone users. It seems we love sending each other pictures of snowy landscapes.

Over three quarters of a million pictures were taken and sent by Vodafone UK customers on December 1, as wintry conditions took hold across the country.

Vodafone's figures show that huge numbers of people got out of bed yesterday to snap the snowy scene outside to send to friends and family. Between 6am and noon, the volume of picture messages on Vodafone's network was up 155% on the same time the previous week. Across the day as a whole, MMS traffic was up 63%.

Britain's big freeze is also testing the ability of businesses to let staff work remotely. With Vodafone's reliable network, people stuck at home have been able to stay in touch with colleagues and customers despite the weather. Calls made on Vodafone's network yesterday were up more than 17%, while people sent 15% more texts than in the previous week as workers contacted their offices and worked from home.

Many home-bound workers are relying upon Vodafone's Sure Signal to boost their Vodafone 3G mobile signal at home. Usage of Vodafone's innovative device, which plugs into a home broadband line, was up more than a quarter yesterday. In the morning, usage was up 50%, indicating a very high level of home-working.

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