

PCWorld » Phones

Mobilize 2010: 5 Apps to Watch

At GigaOm's 2010 Mobilize Conference in San Francisco, we got a first look at some intriguing new apps.

Mark Sullivan and Ginny Mies, PCWorld Sep 30, 2010 3:12 pm

Mobilize Conference--San Francisco--The main topic of conversation here at Mobilize 2010 is apps. Mobile apps. That being so, quite a number of app developers are here networking with venture capital people and press, and showing off their apps at every opportunity. After soaking up a day full of pitches and demos, a few really promising mobile apps stood out.

PhoneTell for Android

The logo for PhoneTell features the word "PhoneTell" in a sans-serif font. The "i" in "Phone" has a small orange dot above it. The "e" in "Tell" has a small orange dot above it. The "TM" trademark symbol is at the end.

PhoneTell is a free app that integrates with the phone dialer in [Android phones](#) and supercharges your contact list.

PhoneTell pulls in your contacts from Facebook, LinkedIn, etc. and associates them with existing entries for those people in your contacts. Then it creates one master contact

for each person, removing dupes.

[PhoneTell](#) learns about your calling habits, and adjusts the way your phone delivers and uses contact information to fit those habits. For example, if you usually call a friend on his work number, PhoneTell will make his work number come up first when you look up his number. PhoneTell also might learn that in order to reach your spouse before 5pm, you'll have to use his or her work number; after 5pm the cell is better.

Most importantly, PhoneTell curates a 300 million-entry database of business and personal contact records. This includes phone numbers that are listed, unlisted, or "hidden" (like some companies' customer support numbers). If a call comes in and the name of the caller doesn't register, PhoneTell can run a reverse lookup in its database to find out who's calling you.

When you search for goods or services using PhoneTell, you get results based on more than just [your location](#). If you want to order pizza at 4am, PhoneTell will show you some pizza joints around you, but only ones that happen to be open all night. Businesses that sell more expensive items pay PhoneTell a fee whenever a potential customer clicks to call their number from the PhoneTell search results.