



Where is IT Headed?

 produced by
NETWORKWORLD
 LIVE

SFGate.com

Quick Search

GO

[SFGATE HOME](#) • [BUSINESS](#) • [SPORTS](#) • [ENTERTAINMENT](#) • [TRAVEL](#)
[JOBS](#) • [REAL ESTATE](#) • [CARS](#)
[« Laser TV called next... | Main | Xbox Live gets an... »](#)

Got rhythm?

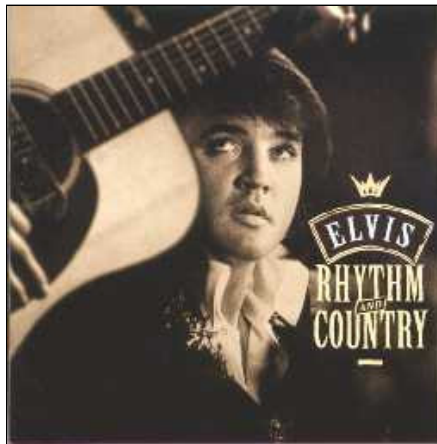
Elvis Presley, the King of Rock 'n' Roll, once said: "Rhythm is something you either have or don't have, but when you have it, you have it all over."

[Rhythm NewMedia Inc.](#), a Mountain View company developing the technology to stream video advertisements on mobile phones, is trying to get consumers to squint at super tiny screens, yet only 11 percent of mobile phones in the United States can support video and only 1 percent of mobile subscribers pay for video service, according to JupiterResearch.

That lack of enthusiasm hasn't stopped Rhythm NewMedia's drumbeat. The company has raised \$18 million in a Series B round of funding led by new investor Carlyle Venture Partners.

Existing investors Rembrandt Venture Partners, Lightspeed Venture Partners, Morgenthaler Ventures and former Vodafone AirTouch PLC Chairman Sam Ginn also pitched in.

The latest round of funding brings the company's total to \$27 million, showing it has enough juice to get investors' attention. Whether Rhythm NewMedia can swivel its hips into the hearts and minds of consumers is another question.



Posted By: [Jessica Guynn \(Email\)](#) | October 30 2006 at 10:06 AM

Listed Under: [Misc.](#) | Comments (0) : [Post Comment](#)

POST A COMMENT

To protect our readers from malicious comments SFGate asks that you login or register to post a comment.

MAIN | CONTACT

CONTRIBUTORS

[Al Saracevic \(moderator\)](#)
[Tom Abate](#)
[Jessica Guynn](#)
[Verne Kopytoff](#)
[Ben Pimentel](#)
[Ryan Kim](#)
[Dan Fost](#)
[Ellen Lee](#)
[John Batteiger](#)
[Bernadette Tansey](#)

[Bios »](#)

CATEGORIES

[AOL](#) (1)
[Apple](#) (46)
[Biotech](#) (2)
[Chronicle Podcasts](#) (5)
[Citizen Journalism](#) (12)
[Craigslist](#) (3)
[Ebay](#) (6)
[Gadgets](#) (2)
[Google](#) (31)
[Hardware](#) (12)
[Hewlett-Packard](#) (4)
[Innovation](#) (47)
[Microsoft](#) (10)
[Misc.](#) (66)
[Municipal tech envy](#) (1)
[New Media](#) (34)
[News](#) (103)
[Open Source](#) (1)
[Podcasting](#) (2)
[Pwnage](#) (3)
[Silicon Valley law](#) (4)
[Software](#) (6)
[Stock options](#) (3)
[Tech Culture](#) (79)
[Venture capital](#) (27)
[Video games](#) (4)
[VOIP](#) (4)
[Web 2.0](#) (43)
[Yahoo](#) (7)
[YouTube](#) (4)

RECENT ENTRIES

[Kickball battle between Yelp and Slide](#)
[Give your computer the bird](#)
[Going MobiTV](#)
[Ms. Dewey, search with attitude](#)
[Vintage Computer Festival this weekend](#)
[More »](#)

Post my comment using:

- My SFGate screen name
- This alias:

Sign On to post your comment.[Not Registered?](#)

SFGate Screen Name:

Password:

- Remember me on this computer

Sign On and Post Comment

[Forgot password or screen name?](#)

By submitting this comment you agree to the [Terms and Conditions](#)

Not a member yet? Register now.

SFGate Screen Name: [What's This?](#)

Password:

Verify Password:

Email Address:

Verify Email Address:

E-mail Format: Formatted (HTML) Plain Text (ascii)

Zip Code: [Live outside the US?](#)

Year of Birth:

Gender: Male Female

Register and Submit Comment

By submitting this comment you agree to the [Terms and Conditions](#)

[©2006 San Francisco Chronicle](#) | [Privacy Policy](#) | [Feedback](#) | [RSS Feeds](#) | [FAQ](#) | [Site Index](#) | [Contact](#)

[Back To Top](#)

ARCHIVES

« NOVEMBER 2006						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Subscribe to the Tech Chronicles:



[What is My Feeds?](#) [All RSS Feeds](#)

BLOGROLL

- [Technorati](#)
- [Silicon Valley Watcher](#)
- [Lessig blog](#)
- [Craig Newmark](#)
- [Gizmodo](#)
- [Valleywag](#)
- [Digg](#)
- [Searchblog](#)
- [PaidContent](#)
- [Techcrunch](#)
- [Search Engine Watch](#)
- [Om Malik's blog](#)
- [Google blog](#)
- [Yahoo search blog](#)
- [Techdirt](#)
- [Auctionbytes](#)
- [Techie Diva's guide to gadgets](#)

More Technology on SFGate

CHRONICLE TECH NEWS

[More »](#)

FEATURED COLUMNS

David Einstein
Computing Q&A
▪ [latest column \(10/30\)](#)

Peter Hartlaub
Playing Games
▪ [latest column \(10/31\)](#)

AP TECHNOLOGY NEWS

[LA. Long Beach ports to get more scanners to check cargo](#) 5:07 AM

[Windows Vista for Biz Will Be Out Nov. 30](#) 10:46 AM

[Cingular to Offer 25 XM Radio Streams](#) 9:34 PM

[Swiss TV-Over-Broadband Service Launched](#) 2:50 PM

[Online Dating Service to Use Voice Chat](#) 2:38 PM

[SFGate.com Tech Main Page »](#)