

<http://www.pocket-lint.com/news/5592/t-mobile-edi-bill-edible-bill-prototype>

T-Mobile creates edible bill prototype

New meaning to Bill of Fare

by Stuart Miles published on 20 November 2006

Most people just want to throw their mobile phone bill in the bin once they've seen how much they've spent, however T-Mobile is suggesting another option - eat it.

T-Mobile boffins have developed the world's first edible phone bill - the "edi-bill" - after asking customers what would make their monthly statements, wait for it, "more digestible".

The T-Mobile Trends Laboratory supposedly spoke to more than 2000 phone users about how receiving their bills made them feel and what T-Mobile could do to help.

Suggestions ranged from producing a bill that included horoscopes, cartoons, or even jokes. But many also suggested an "edi-bill" to help recycling and sweeten the experience of checking what they'd spent. Surprisingly 2% of respondents admitted they never actually open their monthly statement.

While the company is changing its bill design, unfortunately for those looking to tuck into it the edi-bill remains a prototype.

Your last bill	
Amount charged	£579.56
Payment received 23/9/06 by Credit Card - Thank you	- £579.56
Your latest bill	
Outstanding balance	£0.00
Your monthly plan charges	£32.26
New charges this month outside plan	£440.91
Your new balance	£473.17
VAT charged at 17.5% on £406.09	£71.07
VAT exempt on £41.97	
VAT charged at 0% on £25.11	
Amount due	£544.24

Please pay by 5/11/06