

## Back the Boks every time your phone rings



The must-have cell accessory ahead of Sunday's Bok semifinal against Argentina in the 2007 Rugby World Cup, according to *The Times*, is its [Zulu Haka ringtone](#). Mixed by [Gregor Rohrig](#), deputy multimedia editor at *The Times*, the newspaper is promoting the ringtone in its Friday edition and on the Internet through its new [QR barcode communication medium](#).

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