How to characterize the new forms of sociability that emerge with mobile phones, and understand their effect on the evolution of social relationships? The increase of communication modes and media, through text, image and communication time, whether real or asynchronous, does impact our way to communicate and perceive our bonds to others. Based on the observation of both the increase of communications thanks to cellphones, and changes in the representation of our time bonds to others, we will more specifically deal with the challenges of written communication through SMS usages, and with the challenges of visual communication through mobile photo usages (or mobile camera).