



**PRESSEMITTEILUNG – PRESS RELEASE**

## **net mobile AG with two booths at IBC 2014**

Two booths in hall 14, 14.H09 and 14.H11, focus on mobile TV solution Anyscreen and mobile payment for Smart TVs

**Düsseldorf, 04<sup>th</sup> of August 2014** – net mobile AG (net-m), a leading provider for mobile value added services and payment solutions, is again exhibitor at this year's IBC taking place from the 12<sup>th</sup> to 16<sup>th</sup> of September in Amsterdam. IBC is one of the largest events for everyone involved in the creation, management and delivery of content for the entertainment industry. The Düsseldorf-based company presents at its two booths 14.H09 and 14.H11, both located in the IBC Content Everywhere Europe Exhibitor Zone, its fully-managed Mobile TV white label solution "Anyscreen" available to both platforms Android and iOS, as well as an easy-to-use mobile payment solution for Smart TVs and other hybrid devices.

Highlight of Anyscreen is the dynamic adaptation of image size and bit rate depending on handset and network. The service always offers the best mobile TV experience, no matter whether in 3G, 4G or WiFi networks. This is realized by the dynamic adjustment of the image size and bitrate, so that the highest quality of TV programme is guaranteed. TV experience at any time and any place thus becomes a visual feast.

Furthermore, net-m presents to all home entertainment providers an innovative Smart TV payment solution in a live demo at its booths. This solution enables content providers to bill VoD, TV and other home entertainment contents easily via the customer's mobile phone bill or prepaid card in a single transaction or as a subscription payment.

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### **About net mobile AG**

net mobile AG is a leading international full-service provider of mobile value added services and payment solutions. The company, founded in November 2000, is regarded as an innovation leader in the marketplace. Clients worldwide include national and global mobile telecommunication providers, media companies, online shopping portals, brand name companies and television networks, for which complete white label solutions such as direct carrier billing and mobile television services are provided. Since December 2009, NTT DOCOMO, INC. is the main shareholder with over 87% share ownership. For more information please visit [www.net-mobile.com](http://www.net-mobile.com).

If you have any further questions, we will be most happy to help. We will gladly establish a direct contact to the responsible person at net mobile AG.

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