



PRESS RELEASE

net mobile AG presents its award-winning Social TV solution to the public at the IBC for the first time

At net mobile AG's stand in Hall 14 (14.H11) visitors can experience the winning solution of the Swiss Samsung Smart TV Hackathon - live!

Dusseldorf, 05 September 2014 - net mobile AG (net-m) is presenting "net-m Social TV", its latest innovation for the rapidly growing multi-screen TV market to the public for the first time at the IBC, which is being held from 12 to 16 September 2014 in Amsterdam. The "net-m Social TV" solution already prompted the jury of this year's Swiss Samsung Smart TV Hackathon in Zurich to award net-m the first place.

The Social TV solution makes TV viewing a group experience by allowing users to invite their social media friends to watch movies and TV series together and talk about them in real time. As an integrated part of the Mobile TV White Label solution "Anyscreen" it does not matter if users use the service from home or on the go with a Smart TV, smartphone or tablet. Via a Live Ticker they can always follow and comment in real time on all Tweets with Hash-Tags of the current programme as well as Posts from friends on Facebook and Google+.

Other highlights of the Social TV solution include support for Chromecast and Smart TV as well as the ability to couple your smartphone or tablet with your TV and use it as a remote control or second screen. "Our sophisticated Social TV solution makes TV viewing a social event. Everyone who wants to experience it is warmly invited to our live demos on the IBC Exhibition Stage in Hall 14 and at our stand at the IBC Content Everywhere Europe Exhibitor Zone", says a delighted Dr. Fleming Lampi, Senior Product Manager of net mobile AG.

Live Demo times:

Hub Theatre (Hall 14):

12.09. (14.00); 13.09. (17.30)

net-m Exhibition Stand (Hall 14, 14.H11):

12.09. (10.30-18.00); 13.-15.09. (09.30-18.00); 16.09. (09.30-16.00)

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, portals, brand name companies as well as TV channels, for which complete white label solutions such as direct carrier billing and mobile TV 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.

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

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