



**PRESS RELEASE**

**net mobile AG integrates award-winning Social TV solution in Anyscreen**

*The Social TV winning entry at the Swiss Samsung Smart TV Hackathon further extends net mobile AG's Anyscreen service*

**Dusseldorf, 02 April 2014** - According to a recent study by Nielsen, 84% of smartphone and tablet owners use their mobile device as a second screen while watching television. To meet this trend, the Dusseldorf based net mobile AG (net-m) today announced the expansion of their Anyscreen solution for Social TV. The award-winning Social TV solution was developed at the Swiss Samsung Smart TV Hackathon, which was held from 28-30th March 2014 in Zurich. A team of net-m employees beat four other development groups in the final round and won the first place.

The new Social TV solution enables users to invite their social media friends to watch movies and TV series with them in real time and talk about them. It does not matter whether they use the service from home or on the go, be it with a Smart TV, smartphone or tablet.

"It makes me very proud that such a sophisticated Social TV solution was developed within just 40 hours by a team of net-m employees and that the Samsung Smart TV Hackathon jury awarded us the first place. We are now further developing the award-winning Social TV solution in order to make it available to interested customers as part of our Anyscreen white label solution" said a delighted Marco Rohr, Director of Product Management at net mobile AG.

**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](http://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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