

## **12mms Content Platform is the New Star of the Mobile Community**

- **12 mms Mobile Content Platform from 12snap – a year of personalising mobile applications such as wallpapers, logos and 2D or 3D cartoons.**
- **End users are really going for 12mms: at peak times 12mms enriches a simple SMS or an MMS picture in individual mobile content every 7 seconds.**
- **User figures exceed the double-digit million threshold.**
- **12mms powers campaigns, including McDonald's, MTV, adidas and at present CokeFridge and Madagascar/Ferrero as well, and emphasises 12snap competence in the field of mobile applications.**
- **12mms was developed in June 2004 in cooperation with Lucent Technologies as part of the "Mobile Media" research project sponsored by BMWA.**

**Munich, 25th August 2005** – Your own name written in the Coca-Cola hand or in the sand of a perfect beach, arm in arm with Shrek the cartoon figure as so-called "personalised wallpaper" or send a viral MMS message in the shape of a throbbing heart to your sweetheart – this is 12mms. The star attraction: users of 12mms do not require any software to do this. They simply send their name via SMS or their image as MMS to an appropriately connected short-code dialling number and then receive the enriched mobile content back from 12mms either by WAP Push Link or as MMS. Extended application option: the destination number can also be sent with messages to third persons and the enriched message can be delivered directly with a note from the sender.

The developers of 12snap call the technological basis of the enrichment process the "mobile enrichment engine", a process that has been undergoing continual refinement since the research phase in 2004. Building on this, the designers who were in some instances commissioned by blue chip companies or based their creations on their perception of successful figures and popular MMS motifs, designed an entire product suite of different applications. Around 10,000 different designs have been created to date. With what has since become used in a million different ways – from white label promotion to media and content aggregators as well as for mobile marketing campaigns, 12mms is way ahead of any ring tone or logo generator offered by other commercial providers. 12mms is successful with Ferrero, and currently with the "Madagascar" campaign as well or with the ongoing and largest interactive event and award platforms for young people to date, the "CokeFridge" by Coca-Cola. Moreover, 12mms has been used in promotions by MTV or online shops that offer the enrichment process via their own channels to the "generation MMS".

"In the summer of 2004, 12mms came through the baptism of fire in the very successful Shrek2 campaign by Ferrero", recapitulates Ulrich Pietsch, managing director of 12snap Germany GmbH. "We now deliver a message enriched by 12mms approximately every 7 seconds to a user somewhere in Europe. At peak times they amount to over 150,000 a day", according to Pietsch.

A successful application made in Germany: after a period of development of around 10 months as part of the BMWA "Mobile Media" research project, 12mms can look back on a very successful year-long live test. The product developed by 12snap and Lucent Technologies saw the light of day in June 2004.

12mms has been developed for all generations of mobile radio and will be able to offer additional features, such as personalised videos and other multi-media applications in the coming years, with the advent of mass-market UMTS.

**Note for editorial departments:** Photos and illustrations of enriched mobile content may be requested free of charge at [12snap@zucker-kommunikation.de](mailto:12snap@zucker-kommunikation.de)

### **About 12snap**

12snap AG is a non-public incorporated company founded in 1999 with headquarters in Munich and branches in Düsseldorf, New York, London, Milan, Stockholm and Vienna.

12snap is an expert in innovative marketing and entertainment for mobile phones and is currently the only mobile marketing company in the world to be awarded four Lions in Cannes among several further international prizes. The company utilises the creative and technological opportunities of mobile phones as the most advanced and personal communication medium of everyday life by efficiently combining its know-how in mobile applications, mobile loyalty, and mobile marketing.

In the mobile marketing area, 12snap creates and implements national and pan-European mobile marketing campaigns for international brands. The mobile loyalty business unit offers customer loyalty programs for companies and brands. The mobile applications business unit is the centre for development and software at 12snap. It sells and licenses a wide spectrum of mobile solutions to satisfy the demands of the current growing market and the new uses of the third mobile phone generation (UMTS): from dynamic video services and multiplayer games to personalized messaging applications.

The company has a total of 75 employees. As one of the leading European suppliers and a pioneer of mobile marketing, 12snap provides their services to companies such as McDonald's, MTV, Coca-Cola, Ferrero, Wella, adidas, Unilever and Gillette. This year, 12snap was named as the only German company in the mobile industry to rank in the Red Herring 100 most innovative technology companies in Europe

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