

## **12snap starts crashing on mobile phones with Stefan Raab: the Munich headquarters display their mobile game competence.**

- **Anybody who was not at the TV Total Stock Car Crash Challenge can bring the real crash car feeling to his mobile phone – developed exclusively by 12snap.**
- **Mobile games follow logos and ringtones as the next killer application in the mobile business.**

**Munich, July, 20th 2005** – At the TV Total Stock Car Challenge, 12snap presented the first mobile game with lots of innovative real-life features in cooperation with e-tv GmbH. Instead of rigid game processes, the mobile marketing specialist out of Munich conveyed the feeling of actually crashing on the mobile phone.

They focused on a more realistic conversion of a racing simulation in the typical Stefan Raab style. “The mobile phone is the perfect medium to extend the TV total experience beyond the broadcast” says Frederic Komp, managing director of the e-tv GmbH. „With our game we could convince e-tv and TV total of our development expertise concerning mobile entertainment. [...]”, comments Bastian Lehmann, senior account manager of 12snap Germany.

12snap continually shows their experience in developing mobile applications and content. Within the scope of mobile marketing activities, mobile games have already been developed for clients such as Coca-Cola and Ferrero. But the tendency shows that not only brands, but also publishing houses and TV stations are scrambling intently for their position on the mobile phone.

“Already in 2005 there is more money earned with mobile games than with the previous killer application ringtones. [...] Especially in the tv sector there are a huge number of interactive options for integration [...]”, says Ulrich Pietsch, managing director of 12snap. 12snap plans to expand the business division ‘games technology and content’ and will launch up to eight further mobile games in 2005.

### **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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