

Blackbetty Mobilmedia GmbH is a publisher specializing in Small Screen Publishing (SSP).

.Blackbetty publishes big content on small screens

With the Mobilebook™ Blackbetty has developed a **convergent publishing concept** which enables companies, advertising and marketing agencies as well as publishing houses to present contents (text, image, audio) and trademarks on customized mobile screens.

.A platform independent Product

A Mobilebook is a platform independent solution for Mobile Publishing and Mobile Marketing which allows the user to **read complex and extensive contents** on small screens. It meets the **highest qualitative publishing standards** and copyright law standards. It has remarkable properties and functions and makes it possible to **communicate various content and trademarks** in a broad spectrum of applications directly to the user.

.A customized Product

In contrast to standard solutions **function follows content**.

This means that only those functions and extensions relevant to the contents are stored in the Mobilebook. **A Mobilebook can therefore be individually customized to the needs of the user.**

Various contents and trademarks are vividly displayed to their best advantage in top quality. Almost **“handmade”**, Mobilebooks are superior by virtue of their unique product character, quality manufacturing and virtual feel to comparable products on the market.

. A unique Product

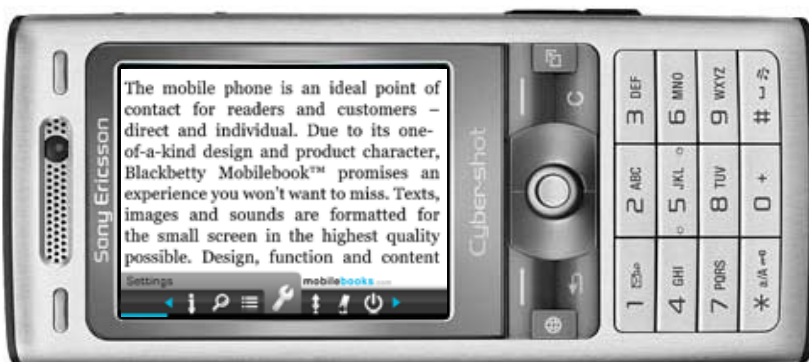
Mobilebooks can open up new vistas in small screen publishing:

- + **Customized transference of content** (text, images, audio) and trademarks in mobile format by means of Mobilebook or Mobile Brochure in the frame of marketing and advertising campaigns
- + **Exploitation of mobile subsidiary rights** by means of Mobilebooks with their original titles
- + **Authors have expanded opportunities** to publish their writings

.A diverse Product

A variety of types are available which differ in respect of content, design and function:

- + **Mobilebook standard:** this Mobilebook is particularly well suited for the communication of literary texts. It also displays the cover, the imprint, the editorial and the inside cover texts.
- + **MobileBrochure:** Focusses on content and trademark.
- + **MobileFlyer:** Ideal for promoting your events or locations.
- + **MobileMag:** Presents the mobile version of a magazine or newspaper.
- + **MobileComics & MobileManga:** Optimally displays a complete comic publication page for page.



- high resolution graphics and images
- high quality script font
- easy to use navigation
- center or left-justification
- landscape format
- bookmarks
- interactive features

Consultation & Information

Mobilebooks™ and Mobile Brochures can be used in a great variety of ways. We consult with you on customizing our product to your individual requirements and customizing it to **your business and marketing strategies.**

You are cordially invited to meet with us to learn about the basics of Mobile Publishing, Mobile Marketing and such spe-

cialized topics as mobile copyright, distribution systems and billing.

To help you visualize how your content, trademark and designs will appear on the small screen, we will produce a dummy run for you.

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