"Throwing" Mobile Content – A New Kind of Communication

Berlin, 31.08.2009 – ART+COM Technologies presents Hoccer, a new concept for fast und easy exchange of information and content for the Android™ platform: Hoccer allows for the transfer of data, by way of intuitive gesturing with a smartphone, eliminating the cumbersome act of manually entering addresses and phone numbers.

Who hasn't been in these situations? You're standing in front of a new acquaintance and want to exchange contact details, but you're phone's small on-screen keyboard prevents quick entry. You've just given talk and want to instantly share your presentation digitally with the audience without having to collect email addresses or ask your colleagues to remember an URL. A friend has snapped a photo with her phone's camera and you'd like to get a copy quickly.

With Hoccer, digital files can, for example, be "thrown" into the audience by imitating a throwing gesture. The data are transferred onto a server and become available for download. Members of the audience interested in these data simply "catch" it by actively gesturing with their mobile phones. In this case, they download the presentation onto their devices and have a personal copy for later review. Communication is not limited to one-to-many interactions; data transfer can be as simple as sharing between just two people. To exchange contact details or web addresses, users "tap" their mobile phones simultaneously and Hoccer ensures that the communication is limited to only these two users.

The possibilities for mobile communication have become increasingly diverse. Decreasing device size and modern multi-touch displays have made it necessary to re-think the design of user interfaces in order to adequately meet users' expectations and requirements.. Hoccer represents ART+COM Technologies' latest concepts in initutive and playful mobile communication.

Hoccer is ART+COM Technologies' official entry to the Android Developer Challenge 2 and available in the Android Market.

A short demonstration is available on YouTube: http://www.youtube.com/watch?v=TC3Cts-Cdo8

Hoccer: http://www.hoccer.com
Android Market: http://www.android.com/market/

Profile:

ART+COM Technologies offers technology and competence for media systems.

Development and operation of innovative software and hardware products for interactive multimedia applications are among the core competences of ART+COM Technologies. The company possesses extensive experience in the design and implementation of networked multimedia systems and audio-visual 3D real time simulations and multi-touch systems.

Contact:

ART+COM Technologies GmbH
Andreas Tretow
Kleiststraße 23-26
10787 Berlin
Germany

Tel.: +49-(0)30 21001 454
Fax: +49-(0)30 21001 556

Email: andreas.tretow@artcom.de
Internet: http://www.artcom.de

Photos: