



"Throwing" Mobile Content – A New Kind of Communication

Berlin, 20.10.2009 – ART+COM Technologies presents Hoccer, a new concept for fast und easy exchange of information and content for the *iPhone* and *iPod touch*: Hoccer allows for the instant transfer of data, by way of intuitive gesturing with iPhone, eliminating the sometimes cumbersome and time consuming 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.

After the successful launch of Hoccer on the Android platform, the much-anticipated iPhone client is now available for download in the iTunes AppStore.

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 intuitive and playful mobile communication.

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

To share and receive via desktop visit www.hoccer.com for our webclient.

Hoccer: <http://www.hoccer.com>

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.

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