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Press Release

for immediate release

## **ohm:tv mobile celebrates HC Andersen's 200<sup>th</sup> anniversary**

ohm:tv mobile arrives at MILIA with a series of interactive comic books for mobile phones

ohm:tv is pleased to announce that its ohm:tv mobile label has teamed up with Denmark based mobile content producer Campfire, to launch a variety of interactive comic books for mobile phones.

Celebrating the 200 year anniversary of one of the world's most famous and honoured authors, ohm:tv mobile will exclusively present the original and wonderful **Fairytales by Hans Christian Andersen**, including "The Ugly Ducking", "The Emperors New Clothes", and "The Little Mermaid" as colourful comic books for mobile phones. Additional comic books for mobile phones amongst others will include the **Inspector Dangers Crime Quiz** and **Kurt Dunder**. ohm:tv will also hold the worldwide distribution rights.

**Inspector Dangers Crime Quiz** follows the engaging adventures of Inspector Danger and his dim-witted assistant Alfie who try to solve a series of 13 crimes and lock up criminals behind bars. Every episode is a new crime puzzle providing several clues, featuring a variety of suspects and in some cases suspicious objects or scenes.

Created by famous Danish Cartoonist Frank Madsen, **Kurt Dunder** accompanied by his trusty pal Bill Milton and the cool chimp Attila is a happy-go-lucky scientist and explorer, world-famous for his daring, exciting and fun adventures. "Kurt Dunder in Africa" is their first adventure together and it's a very dangerous one, as they set out to find the legendary lost Polo people deep inside the jungle of Congo.

Each comic book story presents a new riddle that offers a variety of interactivity and connected SMS competitions. All three properties are provided as full content packages including images and ring tones and are available for a variety of different standards and handsets. Clips are produced in Java MIPD-1.0 for mobile phones.

Glenn Lau Rentius, Director, Campfire comments, "These new programmes offer interaction, competition and entertainment for the small screen. This type of new interactivity is challenging armchair sleuths of both genders and all ages to solve the mystery while testing their talent to play Sherlock Holmes".

Hans Spielthener, Managing Director, ohm:tv comments, "The new shows are a first glimpse into the future of mobile entertainment and will be an immediate hit. We are currently in final preparations for a launch with Hutchison 3G in Austria and expect more operators to follow over the next couple of weeks".

Copenhagen based **Campfire** was created in 2001 by Poul Kofod and Glenn Lau Rentius. The company develops, creates and produces high quality interactive content and software for mobile devices i.e. cartoon animations, games and comics for embedding or streaming in multimedia capable mobile phones.

**ohm:tv mobile's** primary mandate is to develop and distribute innovative content for mobile phones across all genres with a strong international appeal to mobile content portals and mobile networks. Together with short clips **ohm:tv mobile** is also offering a selection of Java Games, MMS images and ring tones.

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