



Press Release Mobile Generation
Tuesday 11 May 2010

Mobile Generation launches OnsOranje / Staatsloterij iPhone application and a YouTube Channel

On behalf of OnsOranje (www.onsoranje.nl), Mobile Generation (www.mobgen.com) launched an iPhone application for the World Cup (WC) Soccer 2010 in South Africa.

The App can be downloaded from the Apple App store. The OnsOranje App is free thanks to the sponsorship of the Dutch National Lottery, Staatsloterij, the sponsor of the Dutch national squad.

This official OnsOranje / Staatsloterij App offers, in cooperation with the KNVB, the latest WC news, news push-alerts (including Vuvuzela sound effect), group overview, game schedule, results, as well as players and stadiums carousel with real-time statistics. There are also unique features like 'live' results, 'live' short message updates during games of the Dutch squad, 'user generated' photo- and video 'upload & viewing'. With these features the OnsOranje App offers the first mobile platform for soccer supporters community in the world allowing supporters to record and 'broadcast' photo and video content of the WC.

Furthermore the App contains exclusive video footage from the KNVB (The Dutch Soccer Association) and video reports from a local 'App-reporter' on location in South-Africa. News items are made interactive by allowing to react to news-items. These reactions can be viewed by other App users. News items can also be forwarded by e-mail and Twitter. The App can be personalized by selecting and 'dragging' favorite 'icons' into the navigation bar at the bottom of the App. The App can be used on iPhone, iPod Touch and iPad.

In addition to the App, OnsOranje and the Staatsloterij are also launching a branded YouTube channel offering the best of the 'user generated' content and the 'App-reporter' on location.

About OnsOranje (www.onsoranje.nl)

OnsOranje is a cooperation platform between Voetbalmedia B.V. (a joint venture of the KNVB and HFM (Bst. Company and the official supporters club of Oranje (55.000 members).

OnsOranje is the interaction platform for fans of the Dutch national squad offering information, entertainment and live events.

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About Mobile Generation (www.mobgen.com)

Mobile Generation (MobGen) is a full service online & mobile marketing agency offering an integrated approach to mobile marketing and mobile advertising. MobGen is a joint venture between Triscreen media group (a top 5 global mobile player) and an experienced team from the marketing services industry. This results in a unique combination of 12 years experience in mobile technology and 18 years experience in marketing, creativity and communication.

Services offered by MobGen include: strategic consultancy, concept development & production of online-websites, mobile-websites, mobile applications, building 'mobile communities', SMS interaction programs & promotions, mobile media planning, buying, serving & reporting, (mobile) social network campaigns and (mobile) search engine optimization.

Note for the redaction

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