

P R E S S R E L E A S E

ATLAS Interactive exhibits at gamescom 2010

Specialist in Micropayments located at the Gamecity Hamburg booth

Hamburg, 03 August 2010: Starting on the 18th-22nd of August, the gamescom, which specializes in the gaming industry, kicks off its second consecutive year in Cologne. This year is a first for ATLAS Interactive Deutschland GmbH who will be exhibiting in conjunction with Gamecity Hamburg, (Hall 4.2; booth M-034). Along with ATLAS Interactive, seven other companies will be exhibiting under the Gamecity Hamburg booth.

The need for a virtual goods payment provider in browser games grows as does the online gaming industry. ATLAS Interactive Deutschland GmbH has been around for over 15 years and has been specializing in micropayments for the gaming industry as well as providing such services to the top gaming companies in the world. With just Premium SMS alone, ATLAS Interactive has over 25 million transactions a year.

“We have had a long co-operation with the browser game industry and look forward to developing solutions and continuing to grow with them. With the booth at the gamescom 2010 we have a chance to reach a wide audience and to show everyone that we are more than just Premium SMS.” said Marco Priewe, Managing Director for ATLAS Interactive GmbH, of the presence at gamescom.

ATLAS Interactive is also the sponsor for the traditional Fischbrötchen-Event from gamecity:Hamburg on the 20th of August at 12pm, located at the booth of Hamburg@work.



About ATLAS Interactive Deutschland GmbH

Since its founding over 15 years ago, ATLAS Interactive has not only pioneered the micropayment industry but has also built the necessary relationships to bring their wide range of clients the solutions, products, rates, and customer service they deserve in over 70 countries. With offices in Hamburg, Cologne, London, Beirut, and São Paulo, ATLAS Interactive reaches a large part of the globe. During the last few years, ATLAS Interactive has been heavily focused on the gaming industry working with some of the top online gaming companies in the world. It is due to this reason that ATLAS Interactive is one of the most trusted sources for all things micropayment.

In 2010, ATLAS Interactive introduced several new solutions and products that will further increase the customer experience and satisfaction. Kanzaloo is the all-in-one micropayment solution. ATLAS Interactive has also launched Vreach which can be used for in game alerts. When one of your users has been away from the game, you can have an automated message calling the user in a character's voice to remind him/her of the game and offer special deals. Furthermore, ATLAS Interactive offers you the opportunity to publish your games on the portal tasalla.me, targeting a wide audience throughout the Middle East. All marketing and localization will be handled by ATLAS Interactive Middle East.

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