



Press Release

Secure Content Billing with Mobile Payment

ATLAS Interactive gives an outlook on the future of payment solutions in Frankfurt and Dubai

Hamburg, 29 October 2010: Computer games, apps, online music stores and social communities are driving micro payments on the internet. What payment systems for digital content will dominate the market in the future? What are the most secure methods? All of this and more will be explained by ATLAS Interactive at the Browsergames Forum and Dubai World Game Expo.

On the 6th of November Aaron Scheuerman, Marketing Manager of ATLAS Interactive Deutschland, gives an insight about the current developments of online payment systems at the Browsergames Forum in Frankfurt. Under the title "How Important are Mobile Payments", he explains the trends and the future role of mobile payments in the games industry.

Online payment systems are also subject at the Dubai World Game Expo from the 29th of November to the 1st of December 2010 in Dubai. In his speech on the 30th of November Scheuerman looks into the Middle East market and shows how micro amounts are more and more dominate in the payment industry and what potential mobile solutions have worldwide.

ATLAS Interactive is a sponsor and exhibitor at the Browsergames Forum in Frankfurt and at the Dubai World Game Expo represented by Aaron Scheuerman and André Möller, Key Account Manager. Appointments can be made using press@atlasinteractive.de.



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 characters 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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