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**ANTIX GAME PLAYER TO ENTERTAIN THE MOBILE AUDIENCE AT IBC  
2008**

**- Delivering entertaining content to the 4<sup>th</sup> screen and beyond -**

**12<sup>th</sup> September 2008: RAI Exhibition and Conference Centre, Amsterdam, Netherlands.** Antix Labs Chief Operating Officer, Mike Foss is presenting at the session, "Delivering entertainment content to the 4<sup>th</sup> screen and beyond."

"This is an interactive session that includes live demonstrations that show both the developmental steps and pervasive game play across multiple device classes including mobile, PC and TV", explained Ken Blakeslee, Chairman of WebMobility Ventures who moderates the session. "The work Antix Labs has done in this cross platform gaming area is groundbreaking and of particular interest to many IBC delegates."

Mike Foss, comments, "We are delighted to be invited to speak and share our observations about our market place; we will also demonstrate our Antix Game Player. Antix has sought to enable subscribers to have the same freedom of movement for their games that they already have for other forms of entertainment media such as music and video as they move seamlessly across devices both inside and outside the home and seek to share with their friends."

Foss continues, "The less than expected historical demand for mobile and TV gaming has been caused by many factors but product fulfillment and the quality of entertainment have been amongst those to have diminished user interest. As a result the market is now irreversibly moving from using games exclusively written in Java and scripting languages to content written in C and C++, the languages used in games consoles for product development; the trend has led to a concomitant uptake in demand. An improved user experience and innovative ways of playing games across increasingly converged devices accelerates consumer interest and usage. Antix has been careful to understand and utilize market trends as we unlock games in mobile and TV to provide the community networking and sharing capabilities and the freedom of movement consumers now expect with other forms of media and now seek with games."

**'Entertaining the mobile audience: games and rich media content production and distribution'** is conference session 19. The session is scheduled on Friday 12<sup>th</sup> September at 09:30 – 11:00 hours in location 'Room L'.

**[Conference session 19 summary and participants](#)**

**- Ends -**

#### **About IBC**

IBC is the leading event for professionals involved in the creation, management and delivery of entertainment content, attracting over 46,000 attendees from more than 130 countries worldwide. With over 1,300 exhibitors including the world's key technology suppliers and a world-renowned conference, IBC is an event not to be missed.

#### **For further information:**

Web: <http://www.ibc.org>

**About Antix Labs**

Antix, the innovative, compact and powerful, universal player running single SKU, 2D and 3D, P2P games on phones, televisions and personal computers, accelerating content time-to-market, reducing development costs, exploiting existing assets, improving content discovery and designed to meet the consumer's ever increasing expectations and aspirations.

Antix Labs, headquartered in the UK, was founded in 2007 by Francis Charig, a World Economic Forum Technology Pioneer. The Antix team has accumulated more than 500 man-years experience in the design and bringing to market of rich media software platforms working for operators, handset manufacturers, games publishers, compiler companies and silicon design houses.

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