



## Rubberduck Media Lab launches iPhone services for NetCom

**Today TeliaSonera's Norwegian brand NetCom is launching a mobile video service specifically designed for iPhone users. The service is developed by Aspiro's subsidiary Rubberduck Media Lab, who provides the hosting service, content sourcing and front end browser design and development.**

The service is an extension of NetCom's current Mobile TV and video offering on the 3G and EDGE networks. Through this customized iPhone service, users will be able to watch news clips from some of Norway's largest news providers such as Dagbladet, VG, Aftenposten and Dagens Næringsliv, video clips with the latest sports and entertainment as well as travel programs from Pilot Guides (former Lonely Planet).

– The iPhone owners have a very high consumption rate of data services compared to other groups, as well as high standards when it comes to quality. It was obvious for us that we need to customize a video service for them and the solution we have chosen from Rubberduck Media Lab is impeccable quality wise. The user interface enables easy navigation and access to the content and has been designed to the tastes of iPhone users, says Marius Halle, Head of Content, NetCom.

– We are convinced that the usability represented by iPhone will be a driving force for the development within mobile services ahead. Usability has always been a key factor for us when developing mobile TV and video services, says Ola Svartberg, CEO of Rubberduck Media Lab.



**The NetCom iPhone video service provided by Rubberduck Media Lab**

For more information please contact:

Ann Charlotte Svensson  
Head of Communications and IR, Aspiro  
Tel: +46 709 91 80 10  
anncharlotte.svensson@aspiro.com

Ola Svartberg  
CEO, Rubberduck Media Lab AS  
Tel: +47 905 90 526  
ola.svartberg@rubberduckmedialab.com

---

*Rubberduck makes TV and video work on all handsets. Based in Oslo, Norway, Rubberduck Media Lab AS is Scandinavia's leading mobile TV and video company providing services to Network operators and Broadcast companies across the world such as Telenor, Sonofon, MTV, Hi3G Sweden & Denmark, BBC, Elisa and Fox. The managed services of the company includes content sourcing and complete technical management of the Mobile TV service and delivery channels. Rubberduck Media Lab is part of the stock listed Aspiro group. For more information please visit [www.rubberduckmedialab.com](http://www.rubberduckmedialab.com) or [www.aspiro.com](http://www.aspiro.com).*