

# 5C-Mobile | Mobile Business and Social Media

- Founded 2004 in Leipzig/Germany
- Focus: integrated solutions in mobile business and social media for tourism, public transport, brands, agencies, media and entertainment

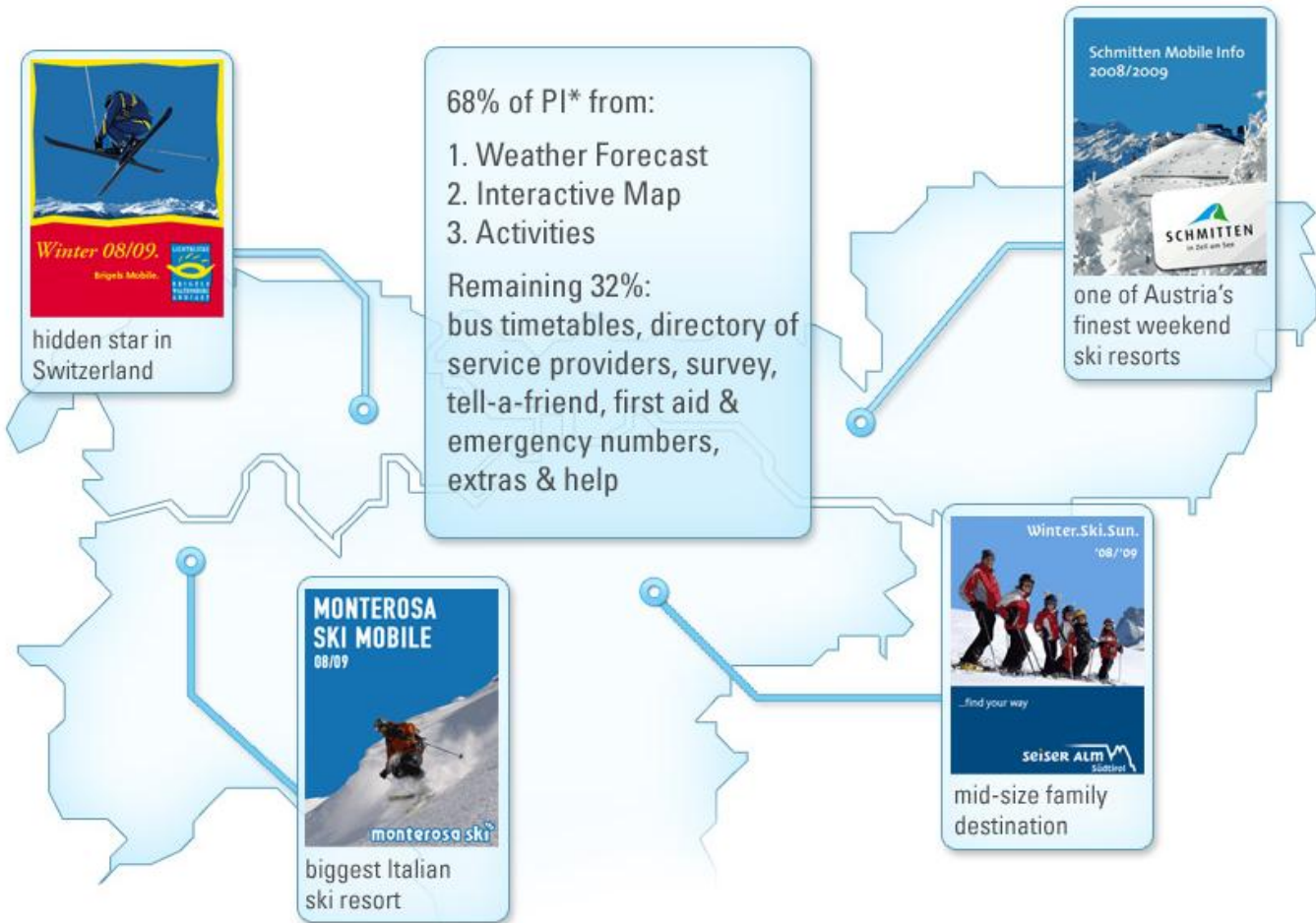



The central image shows a Nokia N96 smartphone displaying a 'Falling Numbers' game. To its left and right are several mobile content covers, including 'Bank 4 Fun', 'Mystery Heck', 'er.Ski.Sun.', 'Seiser Alm', 'Sebastian', 'Silcons', and 'Geheimtipps Berlin'. Below the phone are icons for various services: Videos, Music Ringtones, Pictures Wallpapers Screensavers, Software Games, Themes Skins, SMS Distribution, Bluetooth Distribution, Mobile Web, and Coupons Sweepstakes.

# PINA – Mobile and Social Destination Marketing Anytime Anywhere



# Getting Real: What Do Tourists Want?





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