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SYNAPSY launches frii.de - Mobile Games for free

Germany based SYNAPSY Mobile Networks GmbH started today its B2C Mobile Games service frii.de. Utilizing its proven JarJacket Wrapper Engine, hundreds of Mobile Games have been wrapped and equipped with Mobile Advertising capabilities.

Consumers can access the new service via the Web site <http://www.frii.de/> or with their mobile devices via <http://mob.frii.de>. The service supports more than 1,000 different mobile handsets in order to bring the free service to a maximum number of mobile phone users.

When downloading a free wrapped game from frii.de, the Mobile Content Delivery Environment automatically and dynamically embeds target device specific mobile ads including click-to-action features into the game files - communicating in real-time with SYNAPSY's Mobile Ad-Server - right after the install process users can start their frii games and without the need for an online-connection, most recent and targeted ads will be displayed on the screens of mobile phone users.

Starting from the 2nd game start, the wrapped games will connect from time to time to the SYNAPSY Mobile Ad-Server and request advertisement updates - no matter of full-screen image or video ads.

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