

Helsinki - December 1, 2008

**Smart Media Factory publishes together with Iconia AE The Santa Claus Times mobile magazine. The application is distributed by Apple iTunes Store to iPhone and iPod touch platforms.**

This mobile magazine includes 25 articles and stories, a map of Santa Claus land, To-Do's and an Advent Calendar. Content is aimed for all ages.



*Santa Claus from the snowy Ear Mountain finally brings his newspaper to mobile readers.*

*You may find some news very interesting and even humorous, since they are written from the elves' point of view. Alongside with descriptions about frightening but stupid Staalo trolls, revelations of the extremely secret elf technology center in Canada and profiles of Bemore's future hopes, we offer you also an Advent calendar.*

*Join the world of fairies to feel the essence of the approaching Christmas.*

*The editorial staff from the snowy peaks of Lapland, Finland, welcomes you.*

**Apple iTunes Store** is a software-based online digital media store operated by Apple Inc. The store allows people to purchase applications through the iTunes desktop software or the App Store on their iPhones and iPod Touch.

**Iconia AE Ltd.** is a digital Art & Entertainment company based in Helsinki, Finland. The company focuses in publishing new interactive formats to multiple mobile and Internet platforms. Iconia AE slogan is "creating new worlds". Iconia AE Ltd. is the license holder of The Santa Claus Times. The Santa Claus Times title is owned by Santa Claus Enterprises.

**Smart Media Factory** provides television channels with variety of cross media concepts and community products. SMF has a proven track record in multiple interactive formats to mobile, Internet and television. All the products in Smart Media Factory's portfolio have the same focus – "We turn viewers into your clients!".

Screenshots from The Santa Claus Times -application

