

PRESS RELEASE

Date : 10 March 2011
Sender : Quince

Quince and KPN explain what a megabyte is

Quince has developed an application for KPN that in an easy manner explains to consumers what a megabyte (MB) is and what this means in terms of content and mobile data traffic.

In five short blocks of information it is explained what a MB is and what the data costs are of popular mobile applications. The user can also do the MB Test. By indicating how many e-mails someone sends per week, how many websites are visited, how frequently social networks are visited and how many minutes of online video are watched, the application gives an estimate of the amount of data that these activities entail. This information allows the user to determine which subscription plan best fits his or her needs.

The application can be found on KPN.com and on the live device tables, interactive information tables in the KPN shops that allow the customers to access information about mobile phones and subscriptions without intervention by staff. These tables were also developed by Quince and are available in all 105 KPN Shops in the Netherlands.

The application "What can you do with a MB" is accessible online at the website of KPN <http://www.kpn.com/prive/mobiel/abonnementen/Wat-is-een-MB.htm>

Quince creates a more smile-worthy world, by making the apparently impossible possible in the area of communication. This we do together with our customers and over 70 employees who share a passion for strategy, branding, print media, digital media, events and software. All that we do is done with endeavour, no little sweat, but above all is done with a smile.

For additional information please contact Quince.

Contact : Erik Koster
Phone : +31(0)20 34 71 000
E-mail : erik@quince.nl
Website : www.quince.nl