

# License Description for @media End-Point

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## Preamble

@media end-point Licenses are issued by **ATMEDIA EUROPE LTD.** ('Atmedia') in cooperation with the myWorld group ('myWorld'). This document outlines the official license description for @media end-point customers purchasing via Atmedia's sales platform. These customers are myWorld members and benefit from this partnership.

## Definitions

- @media end-point: Currently represented by the @media box, a hardware device for displaying ads.
  
- @media end-point License: Authorization to use the @media end-point device.
  
- @media network: The ecosystem operated by Atmedia to deliver personalized advertisements to users.
  
- @media network users: myWorld members who use the @media end-point.
  
- myWorld, myWorld members: Participants in myWorld's global benefit program, which offers Cashback and Shopping Points.
  
- Cooperation partner: Authorized distributor or reseller who assigns license codes to myWorld members.
  
- Hardware: The @media box including remote, power adapter, and connectors (HDMI or RF).
  
- Software: Pre-installed application enabling ad display on external screens via the @media end-point.

## 1. Content of the License

The license includes a one-time provision of the @media end-point hardware and associated software, and grants the right to use the @media end-point.

Purchasing a license requires the additional purchase of a yearly maintenance plan. Maintenance includes technical support, technology updates, a helpdesk, and ongoing system servicing. Maintenance must be renewed annually to ensure continued access to myWorld benefits.

The license and maintenance become active upon first login by the @media network user with their myWorld account. License resale is not permitted.

## 2. Activation of the License Code and Annual Maintenance

A license is activated once a user logs into the @media end-point using their myWorld credentials. The maintenance period starts from this first login.

Licenses can only be assigned to users with active myWorld memberships in countries where the @media network is operational. The list of supported countries is available at [www.atmediaworld.com/countries](http://www.atmediaworld.com/countries).

Each license code can only be used by one @media end-point user. License assignment by a cooperation partner must be done correctly and lawfully.

## 3. Legal Conditions

The license is non-transferable except where explicitly allowed. Atmedia and myWorld are indemnified against claims arising from incorrect assignment or misuse.

This document is legally valid across all European Union countries in accordance with Bulgarian and EU consumer and e-commerce law.

In case of disputes, the law of Bulgaria applies and the competent court is located in Sofia, Bulgaria.