



Vantrix Ad Booster

The Informa Group predicts that by 2011 the global mobile advertising market will exceed \$11B, a ten-fold increase versus 2007. In addition, consumer predisposition towards mobile advertising is very high: more than 43% of the US Mobile TV viewers and intenders agree that they would watch ads in order to watch Mobile TV for free (Source: Mobile Marketing Association).

Vantrix Ad Booster enables the targeted and device-optimized insertion of any type of advertising (images, videos, logos, watermarks) on any type of mobile media consumer application (mobile TV, web browsing, MMS). In doing so, Vantrix Ad Booster solves the problems associated with device fragmentation and the complex manipulation and stitching of image, audio and video advertisements and content.

Vantrix Ad Booster is designed to increase the value of ad inventory and realize the full potential of video and audio advertising on cell phones. It is an invaluable aid to all the players in the mobile advertising value chain:

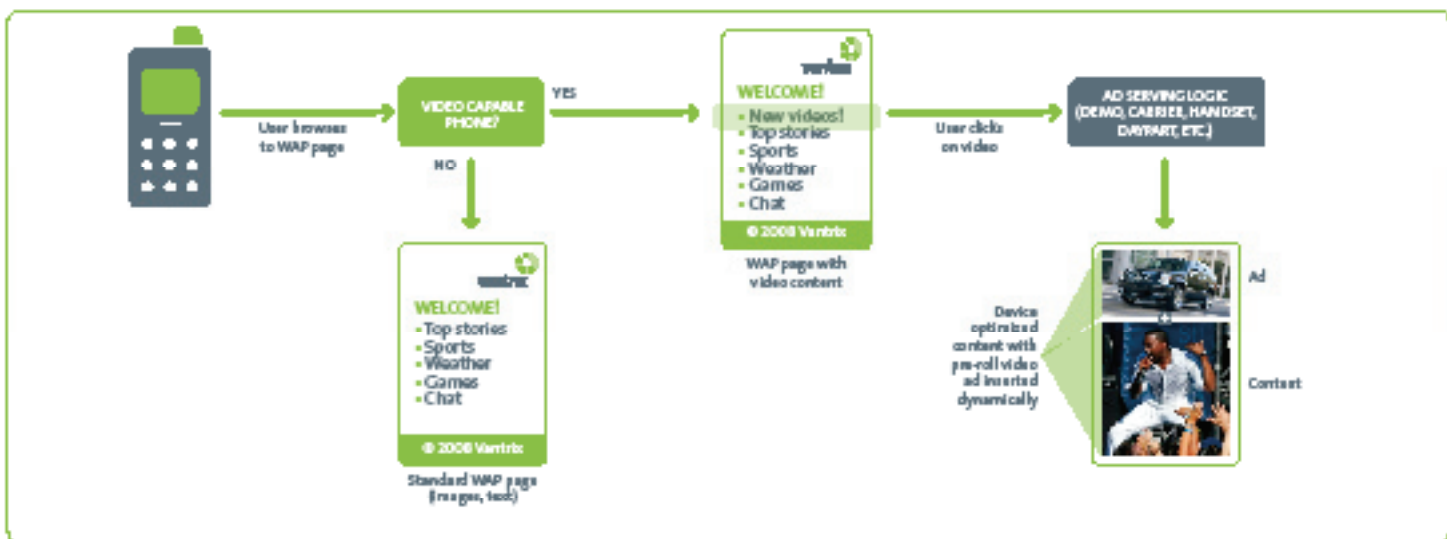
- Ad agencies and advertisers
- Ad networks and ad servers
- Mobile operators
- Media and content providers
- Content aggregators and service delivery platform providers

VANTRIX AD BOOSTER FEATURES

Vantrix Ad Booster can be purchased either as a standalone product or as an optional component of other Vantrix products such as Vantrix Media Broadcaster and Vantrix Media Portal, and includes the following features:

- Implementation for a broad range of ad-supported consumer applications
 - In-stream ad insertion within Mobile TV and radio via pre, mid and post rolls, as well as graphic overlays, logos and watermarks
 - Display advertising on WAP sites via banner ads and click-to-video executions
 - Image, animated gif and video advertising insertion into MMS to support P2P and A2P ad-funded multimedia messaging services
- Easy integration with the advertising infrastructure and campaign management tools of traditional ad agencies, ad networks and media buyers
- Enablement of mobile viral marketing campaigns
- Ad optimization for over 12,000 device profiles and 35,000 video, audio and image format and codec combinations, maximizing the value of the ad inventory, as well as viewing and click-through rates
- Detailed and customizable ad consumption reporting and analysis

VANTRIX AD BOOSTER USE CASE: DYNAMIC VIDEO AD INSERTION



Vantrix Ad Booster

Vantrix Ad Booster allows advertisers, content providers and wireless carriers to extend their brand reach and monetize mobile content services via premium and ad-supported business models.

VANTRIX AD BOOSTER TECHNICAL FEATURES

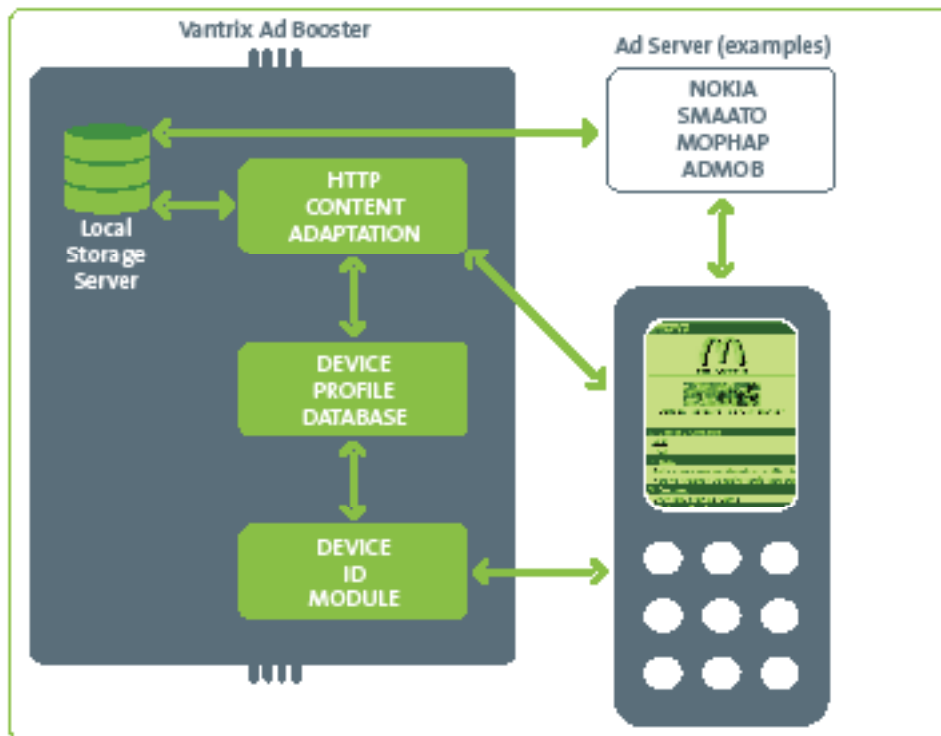
- Real-time video advertising insertion (pre, mid, or post roll) for live and on-demand mobile TV
- Text and image add overlay on video
- Image, animated gif and video advertising insertion into MMS
- Support for all multimedia formats, including Web source videos
- Broad device reach (over 12,000 handset profiles), with new devices added as they hit the market
- SMS and MMS support and integration with any third-party bulk messaging gateway provider
- Pre-integrated with leading ad servers
- Detailed traffic and content analytics including frequency and reach, with customizable filters such as handset manufacturer, device capabilities, daypart, and more

Performance and Scalability

- High throughput capable of supporting sustained traffic peaks of thousands of ad impressions per second
- Integrates into many environments through standard interface modules
- Vertically and horizontally scalable
- Runs on off-the-shelf hardware
- Open architecture and standards-based software

Operations, Administration, and Maintenance

- Secure web-based interface
- Integrated view of all distributed services
- SNMP for easy OSS integration with other platforms
- Total life-cycle management of all modules and services
- 24x7 support for hosted or in-network solution



VANTRIX AD BOOSTER SAMPLE ARCHITECTURE: BANNER AD OPTIMIZATION

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