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News Brief

Vantrix Partners With Velti To Offer Mobile Marketing Platform

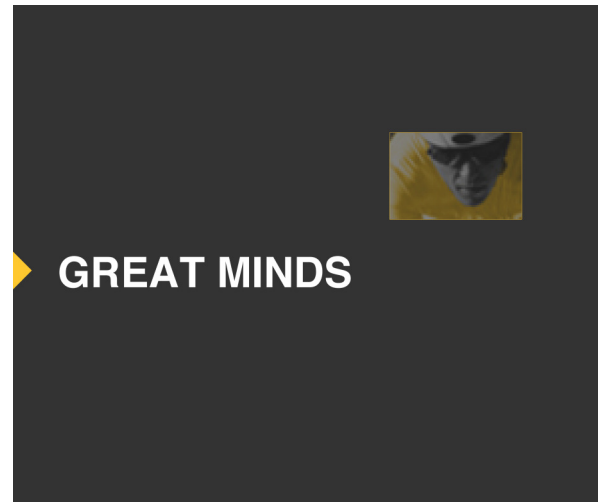
Monday, May 19, 2008 7:00 AM ET

Mobile advertising services provider Velti has partnered with Montreal-based Vantrix, a mobile content delivery company, to support a universal video advertising platform.

With the Vantrix Media Broadcaster device detection and video optimization technology, Velti can stream or provide on demand ad-supported video content on mobile internet sites to a vast array of mobile devices. The new feature helps advertisers to communicate more effectively with mobile users.

The video Wireless Application Protocol (WAP) platform supports video ads that integrate with the mobile user's existing device and service provider's network. With Vantrix's technology, ads can be inserted in real time alongside streamed and downloadable video content, optimized based on each mobile device's technical capabilities and the network conditions, and targeted contextually based on the content viewed by the user.

Mobile users who subscribe to video services delivered by Velti's enhanced Mobile Marketing Platform (MMP) are asked to provide



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basic personal data such as gender, date of birth, area of residence and range of income the first time they sign up. This information is used to target consumers with ads that are relevant to them. Mobile users can then use the service on most networks for free and view video clips as often as they like.

--Tanya Irwin

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