

## Velti teams with Vantrix on ad-supported video

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Mobile advertising services provider Velti announced a partnership with mobile content delivery firm Vantrix to support a universal video advertising platform enabling brands to broadcast ad-supported video content to an array of mobile devices. According to Velti, the Vantrix Media Broadcaster device detection and video optimization platform enables real-time advertising insertion in streamed and on-demand mobile video content, optimized for each device and targeted contextually based on the user's previous viewing habits. Vantrix had been relatively quiet in recent months since the surreptitious exit of CEO Manish Jha earlier this year--co-founder and former chief sales officer Allan Benchetrit now serves as president and CEO.

For more on the Velti/Vantrix deal:

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