

GoldSpot Media Introduces the Industry's first iPhone and iPad Video Advertising Solution

Enhanced iPad SDK Delivers Unprecedented Flexibility to Publishers

Sunnyvale, Calif., March 10, 2010 -- GoldSpot Media Inc., a leader in interactive mobile media solutions, today released an enhanced version of its mobile advertising client SDK, miAPI, to support iPad applications. With a simple, easy-to-use interface, the miAPI client SDK offers developers a single video advertising monetization solution across the Apple family of devices such as the iPhone, iPad and iPod Touch, as well as Android, RIM, Symbian S60, J2ME and BREW.

High-quality video ads for iPad, other Apple devices

GoldSpot Media's miAPI client SDK provides publishers with the flexibility to render video ads anywhere, in any size on the mobile device screen, and in various formats: [Full Screen](#), [Split Screen](#), [Overlays and Partial Screen](#). The enhancement also extends to the company's mobile advertising campaign creation tool, [miSpot](#), enabling publishers to run the same interactive video ad campaign on the iPad in partial screen mode, in lieu of a Flash video ad, as a full screen video ad on iPhones at app startup, and as a one-third overlay video ad on iPod Touch devices during app consumption.

"The iPad has generated strong interest from consumers and created new opportunities for publishers to reach their targeted audience," said Srini Dharmaji, Founder & CEO of GoldSpot Media. "GoldSpot Media enables publishers to immediately monetize their apps and content with the most compelling and high-quality video ad experiences possible on the iPad as well as other Apple devices -- regardless of the network coverage or bandwidth."

Delivering Flash-Like Experiences for iPad, iPhone, iPod Touch

Since Flash is not available on Apple mobile devices, the publisher community is still seeking effective alternatives to monetize their web content. To address these issues, GoldSpot Media developed the miSpot video advertising solution, enabling publishers to deliver a user-experience comparable to the interactive advertising power of Flash on PCs today, without requiring on-device Adobe technology.

A video demo of GoldSpot Media's advertising technology in use on the iPhone and iPad can be viewed at this link: <http://goldspotmedia.com/demo.php>.

About GoldSpot Media

Consistency is the tipping point in mobile. A consistent interactive user experience across all mobile devices is critical for mass-market adoption of content applications. GoldSpot Media is committed to providing this consistency with ease, using its interactive mobile media solutions to create the optimal interactive user experience that benefits the entire mobile ecosystem. Mobile operators, content publishers and advertisers rely on GoldSpot Media to help them create and deliver the most impactful D2C experience across all mobile devices. The company's unique, innovative, client-server mobile solutions, [miSpot](#) and [miApp](#), are based on an intellectual property platform that includes scores of patents pending in the areas of mobile ad distribution, insertion, storage, interactivity, reporting and mobile application



creation and deployment. The company is headquartered in Sunnyvale, Calif., with an R&D center in Bangalore, India. For more information, visit www.goldspotmedia.com.

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