

GoldSpot Media Unveils Open HTML5 Advertising Platform for Smartphones and Tablets

Advertisers empowered to Mix-and-Match Creative to Build Rich Mobile Ad Experiences

SUNNYVALE, Calif. – Nov. 8, 2011 – GoldSpot Media, the scalable mobile rich media advertising company, today launched its new miSpot Advertising Platform that opens up infinite creative possibilities to build engaging mobile rich media ad experiences. The miSpot platform automatically generates a single IAB-MRAID compliant ad tag for distribution to any publisher or ad network.

“We are excited about GoldSpot’s miSpot platform with the advancements and flexibility the platform provides our Clients to execute rich mobile ad campaigns” said *Brian Anderson, SVP, Director of Digital+Direct Marketing of Vidal Partnership*. “GoldSpot is the best solution we have seen in this arena.”

The miSpot Platform empowers advertisers with the tools to build rich ad narratives by quickly mixing and matching creative from multiple sources. “One of the main challenges advertisers face in scaling mobile rich media is the ability to bring latest innovations to market while preserving the ability to seamlessly run rich media ads on our publisher base.” said *Jason Newport, SVP, Head of Mobile, Carat*. “Having an open platform reduces barriers to entry to scale the mobile advertising ecosystem.”

The most important objective for a rich media ad experience is engaging the user. To date, the gateway to rich media has been predominantly through a static banner. The miSpot platform enables advertisers to engage with their users even before a click via 3D motion and animation, thereby conquering banner blindness with a multi-fold increase in engagement. The versatile platform provides transparency in campaign performance for advertisers to view deep engagement metrics of each and every creative within the rich ad experience in a single web-based dashboard.

“Using the miSpot Platform, we can create rich ad stories such as a 3D Rotator tapping to an HTML5 augmented reality creative with a further tap to a repurposed online flash creative,” said *Phuc Truong, Managing Director of Mobext/Havas Digital*. “GoldSpot Media’s miSpot platform brings huge cost savings, reduces time to market for innovations while providing a single interface to manage all mobile rich media creative for advertisers.”

Key features on the cloud-based miSpot Platform include:

- Easy-to-use, drag and drop, web interface to create, manage, distribute and track ads across all smartphones and tablets
- Support for many types of creative including: in-house; third-party HTML5; API-based dynamic content; repurposed Flash; and images, videos and animations
- Innovative mobile rich media ad units
- Inject custom animations into any ad unit
- Distribution through a single ad tag
- Comprehensive metrics dashboard



With the miSpot Platform's self-service interface, advertisers can create, distribute and measure rich media campaigns for mobile across any publisher or ad network. The award-winning mobile rich media advertising platform generates a single ad tag for in-app and mobile web inventory, and can be deployed on major publishers, mobile ad exchanges, ad networks, Demand Side Platforms (DSP) and Server Side Platforms (SSP).

"Our vision for the miSpot platform is to scale the mobile advertising ecosystem rapidly and reduce media spend barriers by opening up the ecosystem for rich media innovations, no matter where they come from," said Srini Dharmaji, CEO, GoldSpot Media.

About GoldSpot Media, Inc.

GoldSpot Media is *the* scalable mobile rich media advertising solution for smartphones and tablets. miSpot, the award-winning, cloud-based mobile rich media advertising platform, is the only open and universal mobile ad platform that delivers a self-serve environment to create, distribute and measure rich media campaigns across any publisher or ad network.

A privately-held and venture-backed company, GoldSpot Media is headquartered in Sunnyvale, Calif., with regional offices in New York, San Francisco, Los Angeles, Chicago, Seattle, Japan and India. For more information, visit www.goldspotmedia.com or email us at sales@goldspotmedia.com

MEDIA CONTACT

Melanie Berger
PenVine for GoldSpot Media
melanie@penvine.com
850-567-0082