Smaato Launches New SDKs to Support Rich Media Ads
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In partnership with Crisp Media and Celtra, Smaato extends revenue opportunities to benefit developers and publishers

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REDWOOD SHORES, Calif., SINGAPORE and HAMBURG, Germany, July 12, 2011 /PRNewswire/ -- **Smaato Inc., the leading mobile ad optimizer and mobile advertising company, today announces the rollout of new SDKs designed to support rich media ads on mobile phones and tablets.** The introduction of Smaato's new rich media solutions will enable developers to more effectively monetize their applications and or content with a wider range of ad formats.

To power its SDKs for rich media, **Smaato has partnered with Crisp Media, the leader in cross-platform rich media advertising**, and Celtra, a premier global mobile advertising company. Supporting rich media ad formats, Smaato's latest range of SDKs will enable developers to create more compelling banner and full page ads on mobile and tablet with new formats including expandable, interactive, floating and mobile video ads. In addition, developers can now create mobile video ads for preroll video and click-to-video on both Android and iOS.

"We are happy to partner with Smaato to extend the reach of Crisp-powered mobile rich media campaigns to a broader array of publishers and ad networks across the globe," stated Boris Fridman, CEO of Crisp Media. "The engaging features of mobile rich media, such as video, animation, and user interactivity deliver a better user experience to the consumer and greater value to the publisher."

"We are pleased to support Smaato's new SDK as rich media continues to become an integral part of mobile ad campaigns," said Mihael Mikek, co-founder and CEO of Celtra, Inc. "Our innovative technology and unique-self-service approach will make it easier for Smaato's network of 30,000 publishers to create and monetize consumer engagement."

Underpinning the expansion of in-app ad formats for developers is Smaato's ad optimization platform, SOMA, bringing optimized international campaigns from leading global ad networks to publisher and developer inventory. Offering advanced targeting and campaign optimization features, Smaato maximizes fill rates and ultimately developer revenue. Smaato currently offers the biggest selection of free in-app advertising SDKs, having recently announced compatibility with Android 3.0 and Android Tablets.

"We're pleased to work with Celtra and Crisp Media to provide developers and publishers with the ability to tap into new ways to monetize applications and content through the support of rich media ads via mobile," states Ragnar Kruse, Smaato co-founder and CEO.

About Celtra

Celtra is the premier global mobile advertising company providing the first self-service platform for creation, ad trafficking, tracking and optimization of rich media mobile display

advertising. Our solution makes it easy for publishers, ad networks and media agencies to quickly create, distribute, and measure rich media ads across all major OS platforms and numerous mobile devices. Celtra's AdCreator platform offers unmatched flexibility for creative campaign execution, best-in-class ad formats and extensive metrics to track, manage, and evaluate campaigns.

About Crisp Media

Crisp is a pioneer of mobile rich media ad products that make HTML5 advertising scalable across device platforms for native apps and browsers. Crisp Engage, Crisp's self-service ad management platform, gives agencies the technology to build, manage and receive a unified report for rich media advertising campaigns on connected devices. Crisp is also a founding member of the Open Rich Media for Mobile Advertising (ORMMA.org) initiative, an open source project with the goal of leveraging HTML5 to deliver highly interactive ads into native applications. Leading brands including GM, Ford, Toyota, VW, IBM, Intel, HP, Proctor and Gamble, Unilever, Coca-Cola, HBO, and Paramount Pictures use Crisp ads to deliver mobile interactive experiences. For more information visit http://www.crispmedia.com.

About Smaato Inc.

Smaato (www.smaato.com) is a pioneering mobile advertising company that operates the mobile ad optimization platform called SOMA (Smaato Open Mobile Advertising) and partners with mobile publishers and app developers. More than 30,000 publishers have signed up with Smaato to monetize their content in 220+ countries and Smaato is managing 70+ billion ad requests per month.

SOMA's unique feature is the aggregation of 60+ leading ad networks globally to maximize mobile advertising revenues. Through an open API and a wide range of SDKs, SOMA can be easily integrated with ad networks, ad inventory owners (publishers, developers and operators) and 3rd party ad technology providers.

Smaato Inc. is headquartered in Redwood Shores, California. The privately held company was founded in 2005 by an experienced international management team. Additional Smaato locations are based in Hamburg, Germany and Singapore. Smaato is an active member of the Mobile Marketing Association, the German Digital Media Association BVDW, Singapore Infocomm Industry (SITF) and Singapore IT Federation.

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