



CTIA: Smaato Introduces New Mobile Ad Solutions for Carriers

Advertising Delivery Support for Java Phones, Smartphones & Mobile Web; Launch of New Version of SOMA Mobile Advertising Platform

CTIA - San Francisco Moscone Center, Booth # 108, October 23 – 25, 2007

CTIA/San Francisco/San Mateo, October 17, 2007 – Smaato Inc., pioneering developer of ad-enabling technology for mobile phones, will be presenting three major new feature extensions and new mobile advertising concepts for the Smaato Open Mobile Advertising platform (SOMA™) at this year's CTIA Wireless I.T. & Entertainment convention.

SOMA™ Enabled Carrier Solutions: Smaato Ad Call Display™

For the first time, three international carriers are currently testing Smaato Ad Call Display (Smaato-ACD™), the new Smaato solution for innovative and non-intrusive advertising formats for "incoming call display" and "after call display". Smaato-ACD™ offers a unique way for carriers to serve advertising which increases brand exposure and interaction on mobile devices.

The user value is simple: advertising is shown besides the caller information when the phone rings and after the call. In exchange the consumer receives a value provided by the carrier - this could be free minutes or a special rate plan.

Smaato-ACD™ provides a carrier-grade solution for new revenue streams in a new era of disruptive business models introduced by innovative MVNOs such as Blyk in the U.K.

Preview: In-Application Mobile Advertising for Java – Including Facebook

At the 2007 CTIA, Smaato is showcasing their "Black Box" project, the new mobile application design featuring personalized content from Facebook, MTV and Flickr.

A new Smaato Open Mobile Advertising (SOMA™) platform extension supports Java-enabled handsets like the Motorola Razr, the Sony Ericsson K850i and the Nokia N95. SOMA™ is opening its platform and client-side mobile ad-server libraries to software developers focusing on Java featured phones. An open programmable interface will be made available freely to interested mobile developers.

The SOMA™-enabled Java content viewer – code named "Black Box" – shows the implementation of SOMA™ as a prototype for enabling developers to create innovative mobile-advertising formats that generate new revenue streams.

SOMA™ 2.1 Featuring Mobile Advertising for Mobile Internet and WAP

The Smaato booth at the CTIA Wireless I.T. & Entertainment convention 2007 also introduces SOMA™ 2.1 – the new version of the Smaato Open Mobile Advertising platform that now also supports mobile internet and WAP delivery for embedded advertising.

With this major new release, SOMA™ now supports in-application advertising for smartphones and Java enabled phones as well as mobile live delivery on mobile internet sites, such as .mobi domains. SOMA™ 2.1 is the perfect solution for agencies and brands that wish to extend their reach towards a high-profile audience of mobile consumers.

In developing SOMA™, Smaato partnered with leading ad-sales networks around the globe, including key players such as Thirdscreen (an Advertising.com / AOL company), Screentonic (recently acquired by Microsoft) and Adconion Media group (one of the top 20 online media sales networks worldwide).

SOMA™ is provided as a hosted and managed platform solution to other online sales networks who want to extend their portfolio into the mobile space.



Please visit Smaato during CTIA Wireless I.T. & Entertainment convention at booth # 108 - or contact us for one-on-one briefings. Simply write to tina@smaato.com

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Smaato Events during CTIA:

Smaato @ Smartphone Summit Monday October 22, 2.00 – 2.50 PM

Smaato CMO Harald Neidhardt will present the SOMA™ platform at the Smartphone summit.

Topic Title: Mobile Commerce - Payment & Marketing Solutions for Smartphone Devices
Time: 2:00 – 2:50PM
Room: Marriott 'Goldengate' C1

The Smartphone Summit 2007 San Francisco conference takes place **Monday October 22, 2007** inside the Marriott Convention Hotel next to the Moscone Convention Center as part of CTIA Wireless I.T. & Entertainment convention, beginning at 8:15am with a welcome reception, followed at 9.00am by the Analyst Symposium, and proceeding into the Symbian Keynote Address.

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About Smaato Inc.

Smaato Inc. is a leading mobile advertising solutions provider, pioneering with its mobile advertising platform SOMA™ (Smaato Open Mobile Advertising) for the delivery of targeted advertising to mobile phones. Smaato is partnering with mobile carriers, ad-sales networks, media publishers and mobile software developers for its cutting edge mobile advertising platform – supporting smartphones and Java-enabled feature phones.

Smaato Inc. addresses the rapidly growing mobile advertising market with its services (including click-to-call response advertising) and platform solution. Smaato Inc. received a Top 100 Private Company award by AlwaysOn Media (US) in January of 2007.

Smaato Inc. is based in San Mateo, California. The privately held company was founded in 2005 by an experienced international management team. The European headquarter is in Hamburg, Germany. The company is Member of the MMA (Mobile Marketing Association) and the dot.mobi MAG (Member Advisory Group).

For more information please visit www.smaato.com. Smaato® is a registered trademark of Smaato Inc.

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