



Smaato appoints new CTO

Since March 1, 2008 Marc Junker is Chief Technical Officer (CTO & CIO) at mobile advertising pioneer Smaato. Marc will be the driving force for the further development of the mobile advertising platform SOMA™ and building new mobile ad services. Smaato is looking to expand its European based R&D team significantly in the next months.

Marc Junker (37) has over 10 years experience in IT and mobile business. Before joining Smaato, he was Co-Founder and CTO of mobileview, one of Europe's leading Wireless Application Service Provider (WASP). Mobileview provides mobile services and content for brand owners, media companies, web and WAP portals, carriers, service providers and content owners in over 17 countries.

"We are pleased to have with Marc a greatly experienced CTO in our Smaato team. With his skills in successfully building and selling a start-up, his broad knowledge of the mobile industry Marc will be a very valuable part of Smaato", comments Ragnar Kruse, CEO of Smaato the appointment of Marc Junker.

For eight years Marc has successfully led mobileview, being profitable after only three years and having a turnover of 27 million Euros with 40 employees. In his position Marc also managed client and partner relationships to leading international carriers and companies like Lufthansa, T-Mobile and Talkline. Mobileview has worked with over 50 MNOs, MVNOS and SMS-Providers globally including Vodafone, Telefonica and mBlox.

Marc Junker has studied Mathematics, IT and Business Studies at the University of Hanover.

Smaato Inc. is a mobile ad-server technology company serving mobile operators, developers, publishers and ad-sales networks with its pioneering mobile advertising platform SOMA™ (Smaato Open Mobile Advertising) for the delivery of targeted mobile advertising. Smaato is partnering with international brands, advertising agencies, media publishers and software developers for its cutting edge mobile advertising platform. Smaato Inc. addresses the rapidly growing mobile advertising market with its services and platform solution. 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 an active Member of the MMA (Mobile Marketing Association) and the dot.mobi MAG (Member advisory group).

Smaato is looking to expand its European based R&D team significantly in the next months – attractive job openings can be found at: www.smaato.com

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