Google I/O: Smaato Releases New Versions of Android SDK and Dashboard App

- First-of-its-kind mobile app provides developers with real-time access to reporting dashboard

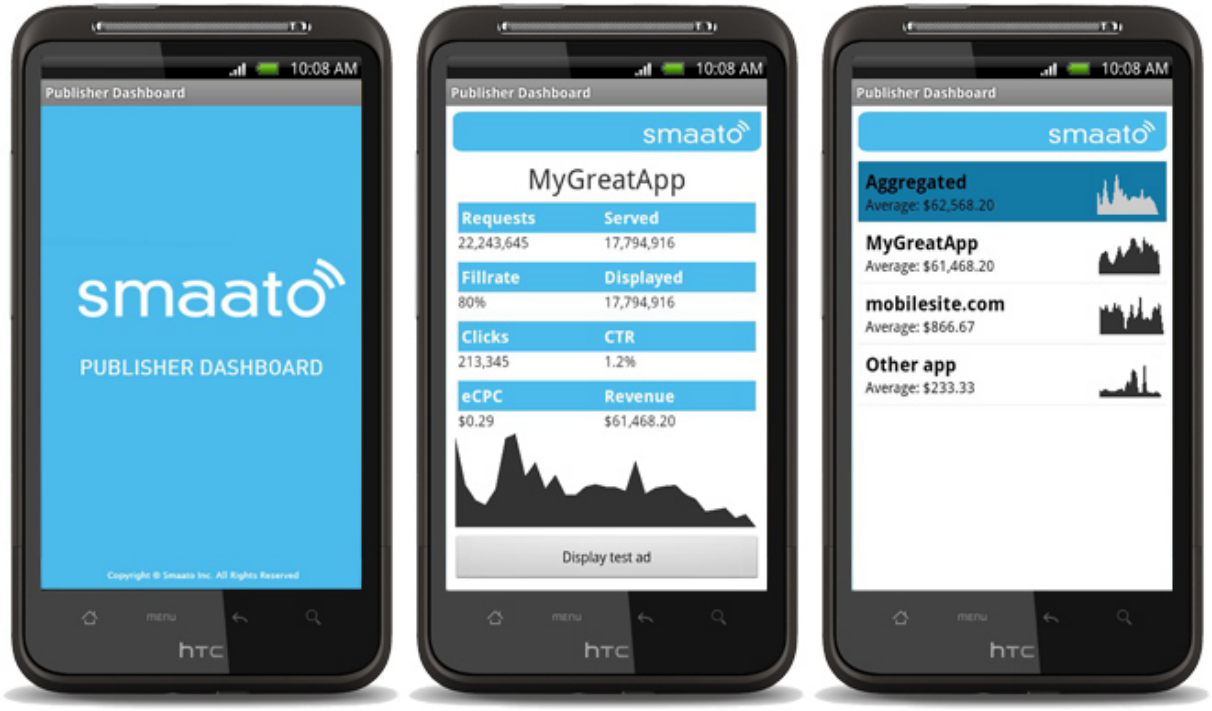
- New compatibility with Android Tablets and Android 3.1 enables app developers and publishers to dramatically improve monetization of apps and content

Redwood Shores, CA / Singapore / Hamburg, May 12, 2011 – Smaato Inc., the leading mobile ad optimizer and mobile advertising platform, today announces the release of new versions of Smaato's Android SDK as well as their Publisher Dashboard App for Android. The two solutions are now compatible with Android Tablets and Android 3.1 to provide app developers and publishers greater opportunities to monetize their apps and content.

Now available on the Smaato Publisher Portal, the new Android SDK Version 2.3 features support for leaderboard, skyscraper and medium rectangle ads for Android Tablets as well as a redesigned sample application for both phones and tablets. The SDK sources ads for worldwide mobile inventory from more than 60 ad networks.

With the widest range of free SDKs available, Smaato's latest updates to its in-app advertising solution now offer over 20,000 Smaato-registered publishers access to increased revenue through higher CPMs and fill rates across Android Tablets and Android 3.1.

In addition, Smaato's free Publisher Dashboard App, originally designed to enable mobile app publishers to view their app performance in real-time, has been updated to run on Android Tablet now benefitting publishers with a larger screen size. This new version is available today on the Android Market as well as on the Smaato Publisher Portal.



Copyright © 2005-2011 Smaato Inc. All Rights Reserved. Smaato® is a registered trademark of Smaato Inc. SOMA™ is a trademark of Smaato Inc.
The names of actual companies and products mentioned here may be the trademarks of their respective owners.

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 20,000 publishers have signed up with Smaato to monetize their content in 220+ countries and Smaato is managing 30+ 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 and the German Digital Media Association BVDW.

Press Contact Smaato Inc.
Harald Neidhardt
CMO & Co-Founder
harald@smaato.com
@hneidhardt

onechocolate communications PR
Jill Tsugawa
+1 (415) 989-9803
jillt@onechocolatecomms.com

Smaato Inc.
3 Lagoon Drive, Suite 170
Redwood Shores, CA 94065
Phone (USA): +1 (650) 286 11 98
Phone (Europe): +49 (40) 3480 9490
www.smaato.com
Twitter: @smaato
Facebook.com/smaato

Copyright © 2005-2011 Smaato Inc. All Rights Reserved. Smaato® is a registered trademark of Smaato Inc. SOMA™ is a trademark of Smaato Inc.
The names of actual companies and products mentioned here may be the trademarks of their respective owners.