



Cooliris and Smaato Join Forces to Serve Stunning 3D Display Advertisements to over 200 Countries Worldwide

- *A global Partnership for Rich Media Mobile Advertising*

Palo Alto, CA and San Francisco, CA – Nov. 17, 2011 – Cooliris' 3D ads business unit, AdJitsu, and Smaato, a pioneer in mobile advertising technology company, today announce a new rich media partnership that will bring AdJitsu 3D ads to Smaato's global network of 40,000 app developers and premium publishers in more than 230 countries worldwide.

Adjitsu immersive 3D display ads offer an unprecedented level of engagement through virtual product experiences, and have proven successful in campaigns in the US and the UK. Smaato has integrated AdJitsu's 3D technology into SOMA, its leading mobile advertising optimization platform that aggregates 70+ ad networks globally. The first AdJitsu ads will run on iPhone and iPad through Smaato's SDK version 5.06.

"Smaato is excited about the new partnership with Cooliris. Rich Media is an important part for the substantial growth of mobile advertising and we see this as a great opportunity for our developers and publishers to maximize their revenue," stated Ragnar Kruse, CEO and Co-Founder of Smaato Inc.

"We're thrilled to partner with Smaato to scale into new international markets, particularly Asia and Europe," said Soujanya Bhumkar, Cooliris co-founder and chief executive officer. "Together we will enable consumers to re-experience brands, products and services like never before."

AdJitsu will demo its game-changing 3D ads in Smaato's booth at the APPNATION III Conference in San Francisco from November 30 to December 1.

About Smaato

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 40,000 publishers have signed up with Smaato to monetize their content in 230+ countries.

SOMA's unique feature is the aggregation of 70+ leading ad networks globally to maximize mobile advertising revenues and Smaato's pioneering role in bringing real-time bidding (RTB) and rich media offerings into the mobile advertising ecosystem.

Smaato Inc. is headquartered in San Francisco, 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.



About Cooliris

Cooliris turns digital content into immersive visual experiences that increase user engagement and discoverability. Cooliris' consumer-facing product, LiveShare, is a free real-time media sharing application for mobile and web that makes it easy for groups to share privately or publicly.

AdJitsu, Cooliris' newly created business unit, focuses on bringing the unparalleled Immersive 3D Ad experience to mobile display advertising. Headquartered in Palo Alto, Cooliris is venture backed by Kleiner Perkins Caufield & Byers, DAG Ventures, The Westly Group, and T-Venture. For more information, visit www.cooliris.com.

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