

adtronic Brings New Model to Mobile Advertising



The adtronic platform targets independent software vendors for distribution, and consumers for the targeted advertising.

Advertisers want to reach mobile consumers, and adtronic from Liquid Air Lab makes the consumer/advertiser relationship a mutually beneficial one. By viewing ads presented by the adtronic software, users of S60 3rd Edition devices can build up credits that lead to cash reductions of the user's phone bill, free or discounted downloads of applications, free music downloads, and more. In addition, the adtronic software allows consumers to choose how many banner ads they will view each day and consequently how much they will receive in the way of rewards for viewing them. It also allows them to choose which marketing campaigns can reach them.

The banner ads may pop up as part of the screen when the consumer receives a new phone call, gets a short message service (SMS) or multimedia messaging service (MMS) message, or misses a call. Consumers who do not want the ads to become too intrusive can limit them. On the other hand, a consumer who wants to load up on reward points can set the application to receive as many ads as possible, given the user's traffic. The banners may also have click-through capabilities, such as instructing the user to press the [5] button for more information, and then sending the user to the advertiser's micro-site as a result, or to initiate a call to a call center to get more information about the products.

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— *Andreas Vollmer, business development manager, Liquid Air Lab*

adtronic helps developers to monetize their applications

Third-party Symbian software developers can monetize their applications and games by easily bundling them with the adtronic technology and distributing the bundle through their existing channels. Developers can expect to earn more ad revenue, because the ads with incoming calls or messages have a consistently higher frequency than in-application advertising, which is dependent on the individual usage of the host application.

Business strategy for adtronic

'A key differentiator in our business strategy is that our primary target is third-party developers,' says Andreas Vollmer, business development manager at Liquid Air Lab GmbH, the creator of the adtronic platform. 'The target audience for the advertising is then the people who would be using the applications. Adtronic is a great



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Looking ahead:

While it already has been recognized for its innovative approach, the adtronic platform is still in its early stages of deployment, says Andreas Vollmer, business development manager at Liquid Air Lab. 'In the beginning of 2009, we will make targeted roll-outs in specific markets, learn a lot from the behaviour of those users, optimize the system and then make a large scale launch to the main markets,' he says. 'We all know that 2009 will be a tricky year economically-speaking, but especially in these times, advertisers are looking for effective and targeted media, such as mobile phones with adtronic.'

Forum Nokia Success Story

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product for mobile operators, but by going directly to ISVs we have a much shorter marketing cycle and a much broader international channel altogether.'

Another key differentiator for adtronic is its user interface. 'Our user interface for the advertising display is unique,' says Vollmer. 'adtronic is very well integrated in the user interface of the Series 60 phones, and never distracts from or interrupts the phone experience. The key feature is that all advertising is profiled based on the user's preferences, and therefore, the acceptance of adtronic advertising is very high.'

Getting commercial software for free

'With the adtronics business model, software developers participate in revenue sharing from the advertising that is carried,' says Vollmer. 'This brings about a whole new paradigm for mobile software, in that the viewing of advertising can become a way in which the consumer pays for the cost of the application itself. This is not unlike the commercial television model in which viewers are presented with content in exchange for viewing regularly-spaced ads.'

'Consumers can also donate the points to good causes such as UNICEF and Greenpeace.' — Andreas Vollmer

Redeeming points for Greenpeace and UNICEF

'Just as many supermarkets now put a donation change jar at checkout counters, so too can adtronics be used to donate to good causes,' says Vollmer. 'People can use their points to get free songs or enter sweepstakes for higher-ticket items, but consumers can also donate the points to good causes such as UNICEF and Greenpeace. We have options set up that allow consumers to do that with adtronic.'

How Forum Nokia helps Liquid Air Lab

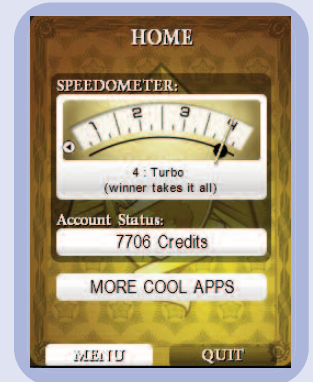
Forum Nokia has provided key help in getting the adtronic platform out onto the world stage, says Vollmer. 'We have a long history in Symbian Series 60 development, and Forum Nokia has always supported us very well with their great technical knowledge. Forum Nokia is also helping us to get the platform launched in several markets, for example in Europe and in the Middle East by linking us with carriers and other players.'

About Liquid Air Lab

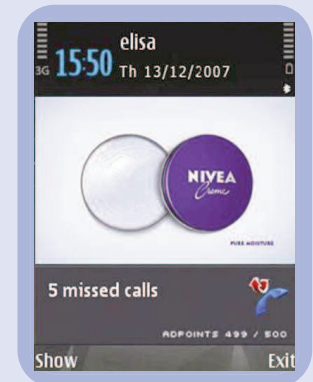
Liquid Air Lab GmbH was founded in May 2002 by Mikko Linnamäki (CEO) and Tero Katajainen (CTO) with headquarters in Stuttgart, Germany, and offices in Berlin as well as Berkeley, California. The company is privately held and is backed by Balderton Capital and Baytech Venture Capital. adplace.com is the mobile advertising division of Liquid Air Lab, specialized in small display advertising on Symbian Smartphones, the iPhone and the iPod.

For more information, go to:

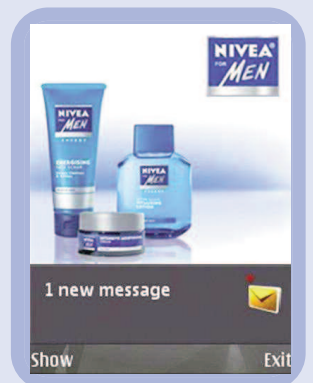
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With the adtronic 'Speedometer', the user can control how many ads and what type of ads he or she wants to receive.



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The ads are triggered by an incoming SMS message, MMS message or by a missed call.

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