Stunning 3D Display Advertisements Worldwide

Posted by Janine E. Mooney, Editor November 17, 2011

Cooliris' 3D ads business unit, AdJitsu, and Smaato, a pioneer in mobile advertising technology company, 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 CEO and Co-Founder. "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.

For more information, visit www.smaato.com [1].

For more information, visit www.cooliris.com [2].

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