



**For Immediate Release**

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## **VELTI ARMS MOBILE DEVELOPER COMMUNITY WITH PREMIUM BUILD, ANALYTICS & MONETIZATION TOOLS**

*Velti's mobile developer program now enables developers to take advantage of robust APIs, software developer kits and technology platforms*

**San Francisco, Calif.** – Velti (LSE:VEL), a leading global provider of mobile marketing and advertising technology, today launched its mobile developer program and publicly released its software developer kits (SDK) supporting a wide range of operating systems (OS), including Android, and devices including Apple's iPhone and iPad. The tools can now be accessed on the new [Velti Developer Portal](#).

Media brands have already taken advantage of the tools, which include a robust platform for the development of applications and advanced in-app analytics, along with channels for distribution and monetization. Sports Illustrated (SI), a client of Azuki Systems, recently used Velti's iPhone SDK to create its ad-supported "freemium" SI 2010 Swimsuit app. Three weeks after launch, SI had delivered 570,000 downloads with a ten percent conversion to paid users, according to SI.com Managing Editor Paul Fichtenbaum. By the end of March 2010, SI had delivered more than 700,000 downloads.

"Our carrier-grade video delivery platform is being adopted by more and more tier one media aggregators, so we need a robust, stable, carrier-grade mobile marketing and advertising platform, which Velti provides us with," said Dave Bornstein, Director of Product Management, Azuki Systems. "The SDK, coupled with Velti's mGage™ Ad Server and Ad Router, has enabled us to manage the process from app development through to monetization with one trusted partner."

Velti's new tools enable the distribution of rich media advertising in apps running on iPhone and iPad, as well as Android, Symbian, Windows and Blackberry devices, making it simple to integrate interactive marketing into the mobile experience, monetize applications and deliver engaging campaigns to drive sales, revenues and build brand loyalty. A key

characteristic of Velti's SDK for iPhone is its local landing page functionality, giving the mobile app user landing pages including mobile internet sites, video, email, maps and SMS—all without leaving the application.

Velti's APIs and SDKs are flexible and feature-rich, providing mobile advertising tools to deliver and manage many types of ad, including: banner; interstitial; expandable banner; text banner full screen; HTML canvas; pre-roll/post-roll and shakable video. These multiple ad types can also integrate numerous calls-to-action including: click to call; click to app stores; click to email; click to landing page; click to buy and click to map.

Velti's developer tools are an integral part of the [Velti mGage™](#) platform and marketplace, including functions for ad routing, serving and analytics to maximize advertising campaign efficiency. Velti mGage™ provides a single integration and management interface that sits between mobile content publishers and multiple mobile ad networks including: AdMob; Quattro Wireless; Flurry; Millennial Media; Mobclix and Medialets. This simplifies network management, reduces costs, and increases advertising revenue by improving sell-through rates and volumes for all mobile web and in-app advertising campaigns. Velti mGage™ also provides powerful analysis of campaigns, allowing real-time metrics tracking and reporting.

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## **About Velti**

Velti is a leading global provider of mobile marketing and advertising technology and solutions that enable brands, advertising agencies, mobile operators and media to implement highly targeted, interactive and measurable campaigns by communicating with and engaging consumers via their mobile devices. Our technology platform, called Velti mGage™, allows customers to use mobile and traditional media to reach targeted consumers, engage the consumer through the mobile internet and applications, convert them into customers and continue to actively manage the relationship through the mobile channel. More than 450 leading brands, advertising agencies, mobile operators and media companies have used our platform to execute more than 2,000 mobile marketing and advertising campaigns globally in 2009, reaching consumers in more than 35 countries. Velti is a publicly-held corporation listed on London Stock Exchange's AIM under the symbol VEL. For more information, visit [www.velt.com](http://www.velt.com).

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