

GoldSpot Media Launches miApp, Industry's First "Design Once, Deploy In Any App Store" Mobile App Creation Platform

*Single Web Interface to Create, Manage and Maintain
Apps, Advertising and Promotions Across All Mobile Devices*

Sunnyvale, Calif. – Sept. 23, 2009 – [GoldSpot Media](#), a leading interactive mobile media technology provider, today unveiled the [miApp](#) platform, an intuitive Web-based drag and drop design studio for creating applications and interactive ad campaigns once, and deploying them across multiple mobile app stores simultaneously. The miApp dynamic application framework helps publishers simplify app creation by eliminating mobile device-specific application development and campaign creation costs.

Mobile app stores provide content publishers with the ability to establish direct-to-consumer relationships with the desired audience on the go. However to date, the wide variety of operating systems, programming languages, phone form factors and aspect ratios present a challenge to the app creative. miApp provides a single Web interface that enables publishers to create, update and manage applications and advertising across all mobile devices, without ever needing to write a single line of code.

"e-Content publishers face several technological and budgetary constraints to deliver rich content applications to the masses across all app stores, open or carrier," said Tim Hanlon, Executive Vice President/Managing Director at Publicis Groupe's VivaKi Ventures unit. "The miApp platform provides publishers from advertising, retail, finance, media, insurance and many other industries a cost-effective and simple solution to monetize their content across mobile app stores."

With miAPP, publishers can let creative content professionals focus on designing apps, with the option to define innovative interactive advertising formats including video, in-application, in-stream and custom call-to-action ad units, instead of spending valuable time and resources on many specialty mobile development shops. GoldSpot currently supports the miApp platform for iPhone, Android, RIM, Symbian S60 and Windows Mobile devices, and is in discussions with several carriers worldwide to enable the solution across their traditional smart and feature phones.

"Mobile operators around the world are at a defining point in time with respect to their app store strategies, as they compete for app developers with the likes of Apple, RIM, Google, Nokia, et al," said [Srini Dharmaji](#), Founder and CEO of GoldSpot Media. "Our miApp platform provides the carriers with a single point of app integration for billing, settlement and ad sales across their traditional smart and feature phones, thereby making it easy for publishers to create and monetize apps rapidly."

About GoldSpot Media

Consistency is the tipping point in mobile. A consistent interactive user experience across all mobile phones is critical for mass-market adoption of content applications. GoldSpot Media is committed to providing this consistency with ease, using its interactive mobile media solutions to create the optimal interactive user experience that benefits the entire mobile ecosystem. Mobile operators, content publishers and advertisers rely on GoldSpot Media to help them create and deliver the most impactful D2C experience across all mobile devices. The company's unique, innovative, client-server mobile solutions, [miSpot](#) and miApp, are based on an intellectual property platform that includes scores of patents pending in the areas of mobile ad distribution, insertion, storage, interactivity, reporting and mobile application creation and deployment. The company is headquartered in Sunnyvale, Calif. with an R&D center in Bangalore, India. For more information, visit www.goldspotmedia.com.

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