

# GoldSpot Media Introduces Cross-Platform Mobile Ad Creation Tools For Advertisers

*Self-Service Platform Enables Advertisers to Create and Deliver Ads on All Smart Phones and Tablets*

*Mobile Ad Creation demonstrations at Ad Tech New York, Booth #1358*

**SUNNYVALE, Calif., November 02, 2010** -- GoldSpot Media, the leader in cross-platform mobile rich media solutions, today introduced miSpot 4.0, a “360” mobile advertising solution that allows advertisers and publishers to create and manage rich media and video ad campaigns -- both in-app and on the mobile web -- **from one simple-to-use web interface**. With miSpot 4.0, advertisers can create a mobile ad just once and deliver it across all smartphones and tablets, including iPhone, Android, Blackberry and iPad.

“GoldSpot has solved a difficult problem in the fragmented mobile device market by making cross-platform mobile ad creation simple and cost-effective for advertisers” said Srinidhi Dharmaji, Founder and CEO of GoldSpot. “With miSpot 4.0, advertisers can re-purpose their existing IAB rich media assets and TV / Web Video Ads easily, to create interactive rich media ads across all smart phones and tablets.”

The miSpot 4.0 platform offers advertisers:

- **A Single Interface to Create and Deliver Ads** - Manage all your mobile app and mobile web campaigns across all smart phones and tablets with an easy to use interface
- **Design Once, Deliver Everywhere** - Create a rich media ad for iPhone form factor and replicate the same across all Android and BlackBerry device resolutions with the click of a button.
- **Instant, High-Quality Mobile Video and Rich Media Ads** - Instant display of mobile video ads means zero waiting time for “hit-and-miss” ad streaming.
- **Track Your Campaigns Across Publisher Sites and Apps** - The miSpot 4.0 reporting tools provide advertisers an independent view of campaign performance across all ad networks, publishers sites and apps.

## **About GoldSpot Media, Inc.**

GoldSpot Media is the leader in interactive rich media and video advertising solutions for mobile web and applications, and rapid app creation tools for smart phone, feature phone and mobile tablet platforms. 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 verification. The company is headquartered in Sunnyvale, Calif., USA, with an R&D center in Bangalore, India. For more information, visit [www.goldspotmedia.com](http://www.goldspotmedia.com).

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