



ScreenTonic lifts the curtain on STAMP™, its new technological platform dedicated to mobile advertising.

STAMP™ - the first all-round platform specifically designed for managing and delivering ads on cell phones (Ad Manager + Ad Server) - improves advertising efficiency on the mobile Internet and allows ScreenTonic to confirm its leading position in the mobile advertising market.

Paris; November 6, 2006 - ScreenTonic, a pioneer in mobile advertising, today unveiled the new version of STAMP™, the first platform specially designed for managing and delivering ads on cell phones (Ad Manager + Ad Server). ScreenTonic is already using the new version of STAMP™ to deliver ads on the Orange World portal in the United Kingdom.

With advertising investments expected to reach 11 billion dollars in 2011 (source: Informa Telecoms & Media), the mobile advertising market will undergo sustained growth over the next few years. To keep up with the market, carriers and mobile portals will need to invest in powerful and scalable technological solutions to offer advertisers a range of suitable advertising products and services.

Since creating the STAMP™ platform in 2003, ScreenTonic has continuously worked on its solution to meet the specific and growing requirements of the market. With its new version, ScreenTonic is today delivering a technological solution that responds to the needs expressed by all market players:

- It allows for extremely accurate targeting, which plays a decisive role in the success of a mobile advertising campaign
- Specially designed for cell phones, it delivers ads geared towards the specifications of over 1,200 cell phones and 12,000 phone formats
- Flexible and scalable, it can be configured according to the requirements and constraints specific to carriers and mobile Internet portals
- Ergonomic, it allows users (including advertisers and agencies) to directly build and optimize their mobile campaigns via web access for ever greater efficiency

STAMP™ is currently available in hosted and ASP mode, and is highly configurable and scalable, so that carriers and mobile portals can adapt the platform to their specific needs, enabling them to generate new revenue from mobile Internet advertising.

STAMP™: a platform accessible to advertisers, media agencies and operators

The Ad Manager and Ad Server enable management of the advertising inventory, online activation and validation of campaigns, streamlining of campaigns, and publication of reports and results. Access to STAMP™ is open to the different players involved, such as mobile portals, media agencies and advertisers, who can directly access real-time information relating to current and future campaigns.

STAMP™ adapts to all mobile media

The platform supports banners and hypertext links, fullscreen interstitials, video ads (clips, billboards) and context-sensitive links in search engines.

STAMP™ combines ad management and delivery in an integrated platform

STAMP™ is based on two key components: the Ad Manager and the Ad Server. The Ad Manager schedules and orchestrates mobile ad campaigns, while the Ad Server delivers the ads to cell phones to the right person, in the right format, at the right time and in the right place.

The platform is currently available in English, French, German and Spanish.