



Mobile Display Ads Move Beyond the Banner as appssavvy Releases activity Mobile SDK for Publishers

Mobile SDK, built on the activity by appssavvy platform, enables mobile publishers to unlock and create new, display advertising opportunities reaching people as they perform activities

NEW YORK – Nov. 17, 2011 – appssavvy (www.appssavvy.com), an activity advertising technology company, today announced the availability of the *activity*[™] by appssavvy Mobile SDK (Software Development Kit). The *activity* Mobile SDK enables mobile publishers on iOS, including iPhone and iPad and Android platforms to unlock and create new, display advertising opportunities reaching people as they perform activities on smartphones and tablets.

“More time is spent performing activities than on anything else on the Internet and activity-based advertising provides the most effective way for advertisers to reach people,” said Chris Cunningham, co-founder and CEO of appssavvy. “Building on the launch of our *activity* platform and its success on the web, today’s Mobile SDK release is bringing to mobile app publishers the ability to deliver scalable, center-of-the-experience, display ads that move well beyond the tiny banner ads of today’s mobile web.”

Social activities include sharing content and photos, checking-in and setting statuses, collecting, sending and earning virtual goods, polls and contests, and completing a level within a game, to name a few. The *activity* Mobile SDK is designed to integrate directly into activities performed on publishers’ mobile apps. Unlike traditional mobile banners, *activity* is attached to the event of performing an activity. Mobile publishers, using *activity*, can ensure the best user experience thanks to a wide array of features, including managing business rules around ad delivery, dynamically styling and positioning ad responses to mirror the user experience, and design of their app.

Activity-based display ads through the *activity* Mobile SDK are large format and framed by the mobile publisher to bring context and to match the style of the app. *activity* offers multiple center-of-the-experience, full-screen display and video ad units across iOS and Android-powered apps.

Mobile publishers can sign-up to request access to the *activity* Mobile SDK at <http://appssavvy.com/sdk-signup>.

About appssavvy

appssavvy (www.appssavvy.com) is an activity advertising technology company. Through its *activity*[™] platform, appssavvy enables leading web, social and mobile publishers to unlock and create new, display advertising opportunities reaching people as they perform activities. *activity* by appssavvy offers scalable, center-of-the-experience, display ads, thus creating the most



effective way to deliver and receive advertising. For more information, visit www.appssavvy.com.

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