



## **Immedium brings Real-Time Advertising to Mobile Users with support for HTML5/JavaScript Banners**

New York, 13 June 2011

Immedium Inc today announced an upgrade of its real-time advertising platform with support for banners developed using JavaScript, HTML5 and CSS. The upgrade complements Immedium's support for live banners developed using Adobe Flash, and enables advertisers to reach the fast-growing mobile segment of Internet users who don't have a Flash Player installed on their devices, such as iPads, iPhones and iPods.

"Users of mobile devices such as the iPad are among those with the highest level of disposable income, and are prime targets for advertising spend", said Dennis Cookson, Immedium's founder and CEO. "It's an obvious mission to deliver display advertising that is animated, innovative and interactive to this audience rather than the fallback content of static images they typically see today."

The upgrade makes it possible to create and manage animated banners that are truly cross-platform, with the ability to sense their environment and configure behavior accordingly. When accessed on a mobile device, Immedium ads can respond to user interactivity via touch. The same ads accessed on a desktop respond to mouse clicks.

Immedium acts as a content management tool for banner ads that is compatible with leading distribution and ad-serving technologies. Immedium ads remain editable after release, allowing advertisers to run real-time campaigns, optimize ad performance, or adjust content to exploit changing inventories and dynamic market conditions. Editable attributes include text in any language, font size and color, images, audio and video clips.

### **About Immedium Inc**

Immedium Inc is a privately held company serving a global market via a network of distributors and resellers in North America, Asia, and Europe. For information on using Immedium, becoming a reseller, or becoming an approved developer, please contact us at [info@immedium.net](mailto:info@immedium.net).

Examples of HTML5/JavaScript banners can be viewed at <http://www.immedium.net/blog>

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