

## **InMobi and Cooliris Launch the World's First Mobile 3D Ad Campaign**

### **Innovative campaign brokered by Starcom Mediavest Group enables interactive experience on iPad**

**London, June 30<sup>th</sup> 2011** – Today sees the launch of the world's first live 3D advertising campaign for iPad.

Created by full-service agency Starcom, the ad campaign will run in 3D on the iPad in the UK, delivered across InMobi's independent global mobile ad network.

Built using Cooliris's award-winning 3D technology, the ad has been created using innovative lighting, shading, parallax and motion effects to create a truly immersive, interactive and memorable experience for the user. The campaign will achieve the maximum possible impact leveraging InMobi's extensive global reach.

Milton Elias, Head of Mobile, Starcom Mediavest Group, said of the campaign. "As mobile technology continues to facilitate richer advertising experiences, we feel it's important to explore this exciting new avenue as a solution for our clients. Cooliris's 3D media ads take mobile/tablet ads to a new level of interactivity and consumer engagement that will play a part in defining the future of mobile advertising."

Rob Jonas, VP and MD, Europe and Middle East, InMobi, added, "We believe this to be an industry first. Starcom is looking for innovation in all of its available media channels and we're proud that InMobi's technology platform, in conjunction with Cooliris 3D ad technology, has enabled Starcom to bring this innovative campaign to market in this way."

You can see the ad here: <http://youtu.be/KHYqfGB3-JU?hd=1>

#### **About InMobi**

InMobi is the world's largest independent mobile advertising network. With offices on four continents, it provides advertisers, publishers and developers with a uniquely global solution for advertising. Its network is growing fast and now delivers the unprecedented ability to reach 314 million consumers, in over 200 countries, through more than 35 billion mobile ad impressions monthly. InMobi was recently selected as the 2011 AlwaysOn Top 100 Mobile Companies in Silicon Valley.

InMobi is venture-backed with marquee investors including: Kleiner, Perkins, Caufield & Byers and Sherpalo Ventures. The company has offices in Nairobi, London, San Francisco, Bangalore, Tokyo, and Singapore.

To learn more, please visit [www.InMobi.com/research](http://www.InMobi.com/research), follow us on Twitter @InMobi, or read our blog at [www.inmobi.com/inmobiblog/](http://www.inmobi.com/inmobiblog/)

#### **About Cooliris:**

Cooliris turns digital content into immersive visual experiences that increase user engagement and discoverability.

With nearly 40 million downloads of its popular Cooliris 3D Wall and over 100K daily activations of the Gallery application for Android, Cooliris is pioneering visual browsing. Extending this innovation further, Cooliris has transformed Wikipedia into a coffee-table magazine with its award-winning Discover for iPad, and is now making realtime group sharing hyper-personal with LiveShare. Cooliris' latest product Decks, is a unique way for consumers to browse and purchase across multiple vendors and products on the iPad, all in one place.

Cooliris is a venture-backed company with investors, Kleiner Perkins Caufield & Byers, DAG Ventures, The Westly Group, and Deutsche Telekom's T-Venture. Cooliris is headquartered in Palo Alto, California, with offices in Tokyo and Singapore.

More information about Cooliris can be found at [www.cooliris.com](http://www.cooliris.com); on Facebook at [www.facebook.com/cooliris](http://www.facebook.com/cooliris); and on Twitter at [www.twitter.com/cooliris](http://www.twitter.com/cooliris)

### **About Starcom MediaVest Group**

Starcom MediaVest Group (SMG) is one of the largest communications groups in the world, specialising in media buying and management, response media, internet and digital communications. It operates two separate agencies under the group banner – MediaVest and Starcom– each built around a distinct focus and expertise set. SMG is part of Publicis Groupe, the world's second largest media counsel and buying group, the world's third largest communications group and a global leader in digital communications. With global activities spanning more than 104 countries on five continents, the Groupe employs around 44,000 professionals. With sister agencies ZenithOptimedia, Denuo, Digitas and Razorfish, SMG is a member of Publicis Groupe's VivaKi, a global digital knowledge and resource centre that leverages the combined scale of the agencies to develop new services, tools and partnerships. SMG London is the global Hub of Excellence for EMEA, driving change across the media industry through investment in digital, content, technology, data and research. Please visit @SMG\_London on Twitter, on LinkedIn and on [emergingspaces.co.uk](http://emergingspaces.co.uk).

### **Media Contact**

Simon Judges at IF Communications for InMobi UK and Europe

+44(0) 207 484 6288 / +44 (0) 7949 138017

[simon@if-communications.com](mailto:simon@if-communications.com)

Byron McCaughey at Braben for Starcom MediaVest Group

+44(0) 207 025 8021

[smg@braben.co.uk](mailto:smg@braben.co.uk)