



OrbitSoft Mobile

The solution for ad delivery in mobile applications

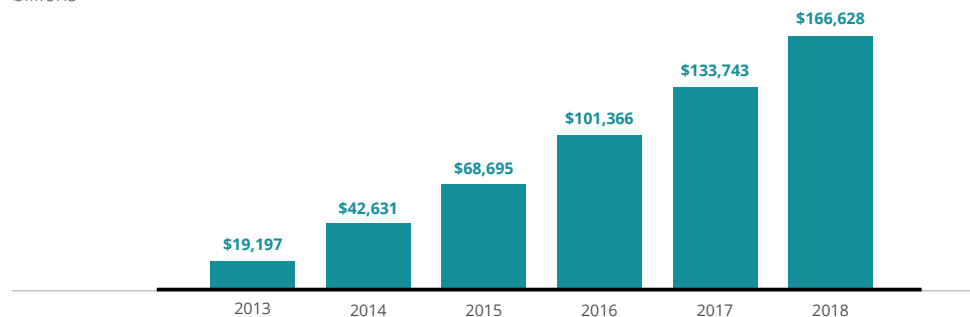
Drive More Mobile Revenue

Mobile Devices Are Everywhere

As their use grows, so does the opportunity for advertisers who know how to sell in the mobile advertising world—in email, on the mobile web, and in apps.

OrbitSoft Mobile boosts the size of your ad revenue potential with advertising platform software that helps you make the most of big opportunities on smartphones and tablets while keeping pace with changing mobile standards.

US mobile ad spending, 2013-2018
billions



Mobile ad spending

Note: includes display (banners, rich media and video), search and SMS/MMS/P2P messaging.

Source: eMarketer March 2015



Reach Your Mobile Customers Everywhere

Do you know people who never leave the house without their phone or iPad? Do you know people who sleep with their mobile device in arm's reach?

Your Ads Can Be Just As Integral To Their Day-to-Day Lives With OrbitSoft!

OrbitSoft Ad Server Mobile Ads optimize your resources and keep your mobile ad budgets working hard for you. The Mobile Ads Module allows you to control how ads display and generates detailed reports of what's working and what's not.

Custom Software technology tools and a strategies tool!

Introducing OrbitSoft Mobile

A Comprehensive Range of Mobile Formats

OrbitSoft Mobile offers advertisers All the most popular formats advertising:



BANNER

NOTIFICATION

ICON

DIALOG



APPWALL

FULL SCREEN

RICH MEDIA

VIDEO

Works with the Most Popular OS

OrbitSoft Mobile uses tools that work on Apple, Android, and Windows - so your advertising won't run into compatibility problems, server issues, or management hassles. Simple, Effective and Profitable.



And If You Need Help

We're here for you! Our SDK package includes full documentation and program libraries to get you started **Just give us a call.**

Features

- Inventory management and planning
- Real-time ads delivery and performance tracking
- Campaign delivery by individual priorities and campaign configurations
- Automatic real-time optimization by eCPM
- Targeting by device, manufacturer, operators, operating systems (Flash Lite, Java MIDP 1.0/2.0, video playback), and geographical and demographical targeting
- Targeting by campaign purpose: promote website, application, media (iTunes store, video, audio), and utilities (click-to-call, click-to-map)
- Banner optimization
- Standard and custom reports
- Companion ads support
- Post-click tracking
- MMA and IAB compliant

Why Should You Work with OrbitSoft Mobile?



Licensing

one-time payment

OrbitSoft Mobile License Solution is in-house ad server solution that runs on your own hardware behind your firewall.

You retain ownership of your data. You get a complete ad serving solution for advertisers, developers, and networks that stays under your total control.

Benefits of OrbitSoft Mobile Licensing Solutions:

- ✓ You can purchase updates anytime.
- ✓ All Hardware stays under your control.
- ✓ You can buy your own servers or use servers of third-party hosting providers.
- ✓ You support your system functionality. That means you manage all system aspects. However, if you don't have your own technical team, we can offer technical support on a consulting basis.
- ✓ You can modify or customize the entire system according to the needs of your business.
- ✓ You manage your own system.
- ✓ You have full access and ownership of your data and retain all rights to repurpose the data in proprietary products or to make backups.



Hosted Solution

monthly payment based on CPM

OrbitSoft Mobile Hosted Solution is a software delivery model that stays on our central hardware. Your business interacts with the application using a web browser.

We manage all aspects of operating and maintaining your ad server, freeing you from managing servers, daily backups, monitoring, security, and software updates.

Benefits of OrbitSoft Mobile Hosted Solution:

- ✓ Continual improvements with free updates of the OrbitSoft software.
- ✓ OrbitSoft data center hardware is included.
- ✓ Expert 24/7 technical support.
- ✓ Adjustable design to match your branding.
- ✓ We manage all system security (Service License Agreement for details).
- ✓ Access to the software via your Internet browser
- ✓ All servers are load balanced and optimized for fast performance.
- ✓ If your system load increases, you can add additional capacity for more ad impressions per day (the system handles billions of impressions per month).

OR

About Us

More than 30 **highly skilled professionals** work at OrbitSoft. Our partnerships with over 1,000 advertisers and publishers from more than 25 countries help us to improve our products and constantly create custom offers for each customer with a global focus. OrbitSoft offers all of our customers the highest quality product, with attention to the finest detail as we continuously evolve our software to exceed the expectations of industry leaders and stay at the top of the market in the online advertising world.

Large, worldwide ad networks trust their business to OrbitSoft software.
Join the industry leaders!

PRESENCE IN MORE THAN

25

COUNTRIES

MORE THAN

1,000

SERVING ADVERTISERS
AND
PUBLISHERS GLOBALLY

MORE THAN

17

YEARS OF SOFTWARE DEVELOPMENT



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