



THE MOBILE OPPORTUNITY



We are the most widely deployed rich media advertising solution for mobile and connected devices.

TECHNOLOGY

Medialets provides a technology platform to publishers to enable them to serve the richest and most engaging ad units in their mobile properties and beyond.

TOOLS

We provide a suite of tools for advertisers to enable the production and management of rich ad campaigns at scale.

STRATEGIC POSITION

Medialets sits at the center of the mobile display ecosystem with the largest base of premium publishers in the market and direct strategic relationships with the largest agencies.



ABOUT MEDIALETS

- Founded in 2008 by Eric Litman, co-founder of early interactive pioneer Proxicom and founder of global internet and mobile agency Viaduct Technologies.
- Management team brings deep expertise in display ad tech, including CTO Keith Gelles, co-founder of PointRoll, and Aaron Mittman, VP Global Sales, who built and led DoubleClick's publisher sales team.
- Largest installed base of rich media advertising in cross-platform mobile apps.



WHO USES MEDIALETS

Top advertisers and agencies

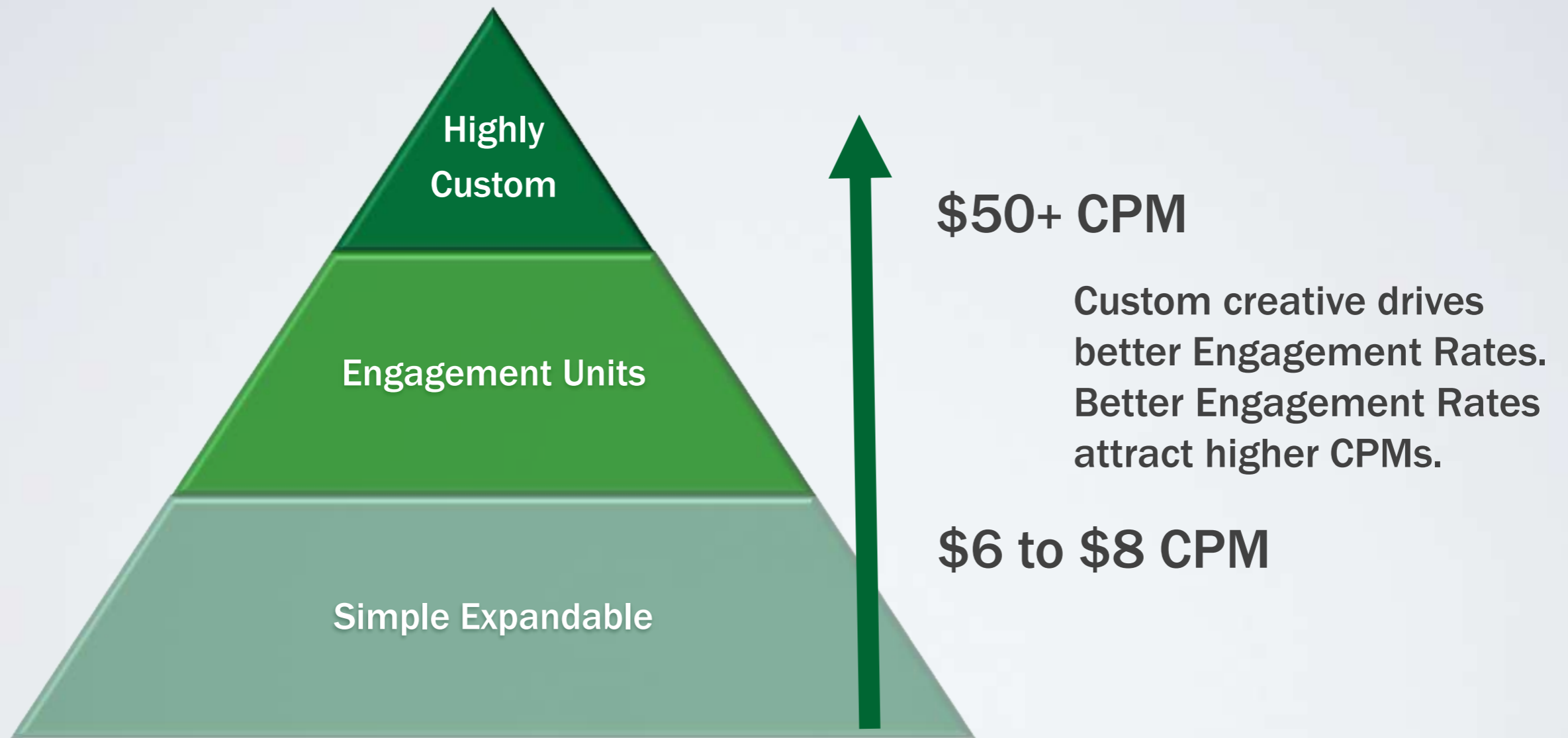


WHO USES MEDIALETS

A growing roster of premier publishers & applications



MONETIZATION OPPORTUNITIES





AD PLACEMENTS

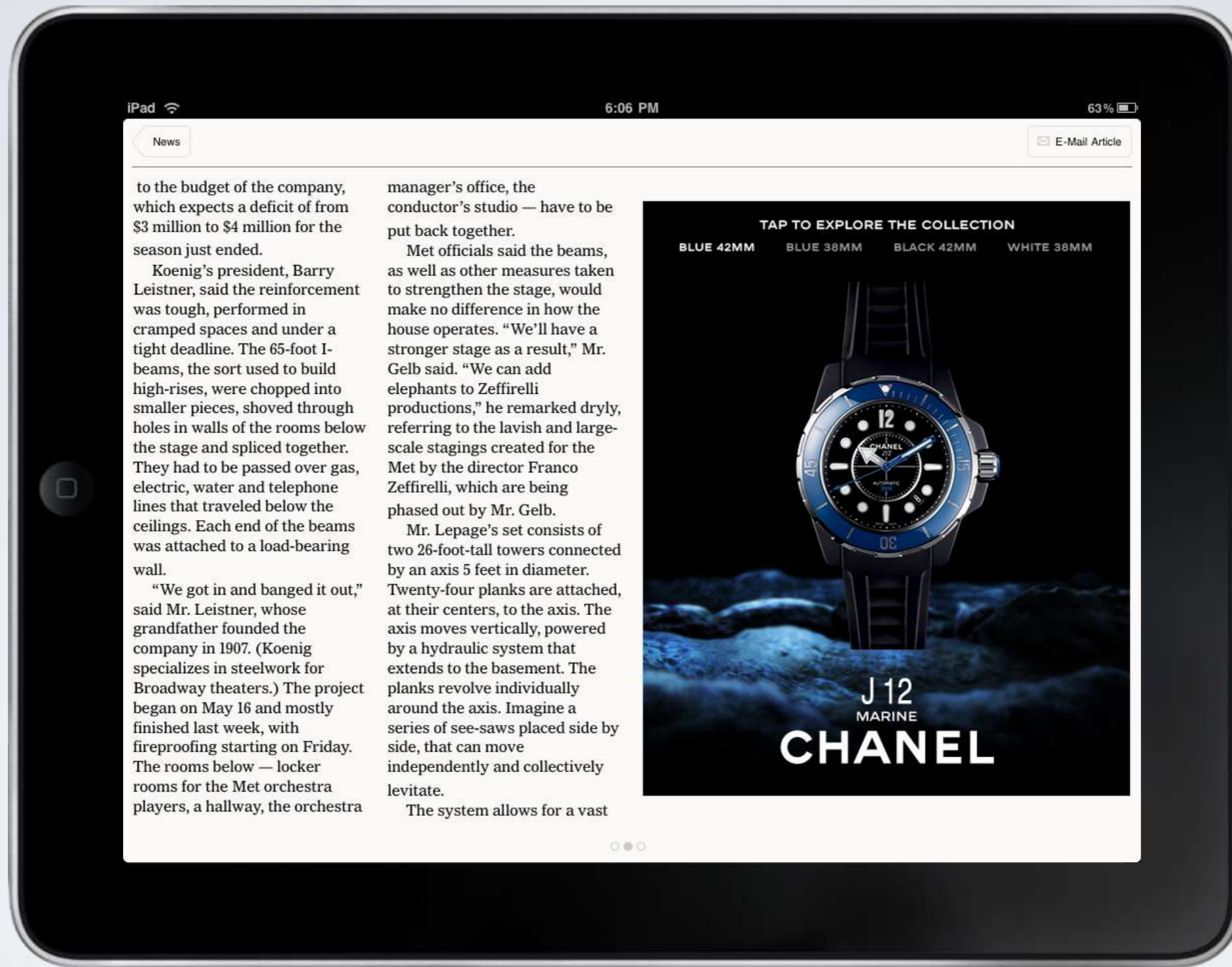
Medialets Rich Media



THE WEATHER CHANNEL (300x250)



THE NEW YORK TIMES (492x600)



iPad

6:06 PM

63%

News

E-Mail Article

to the budget of the company, which expects a deficit of from \$3 million to \$4 million for the season just ended.

Koenig's president, Barry Leistner, said the reinforcement was tough, performed in cramped spaces and under a tight deadline. The 65-foot I-beams, the sort used to build high-rises, were chopped into smaller pieces, shoved through holes in walls of the rooms below the stage and spliced together. They had to be passed over gas, electric, water and telephone lines that traveled below the ceilings. Each end of the beams was attached to a load-bearing wall.

"We got in and banged it out," said Mr. Leistner, whose grandfather founded the company in 1907. (Koenig specializes in steelwork for Broadway theaters.) The project began on May 16 and mostly finished last week, with fireproofing starting on Friday. The rooms below — locker rooms for the Met orchestra players, a hallway, the orchestra

manager's office, the conductor's studio — have to be put back together.

Met officials said the beams, as well as other measures taken to strengthen the stage, would make no difference in how the house operates. "We'll have a stronger stage as a result," Mr. Gelb said. "We can add elephants to Zeffirelli productions," he remarked dryly, referring to the lavish and large-scale stagings created for the Met by the director Franco Zeffirelli, which are being phased out by Mr. Gelb.

Mr. Lepage's set consists of two 26-foot-tall towers connected by an axis 5 feet in diameter. Twenty-four planks are attached, at their centers, to the axis. The axis moves vertically, powered by a hydraulic system that extends to the basement. The planks revolve individually around the axis. Imagine a series of see-saws placed side by side, that can move independently and collectively levitate.

The system allows for a vast



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NEWS CORP'S THE DAILY (FULL PAGE)



NEWS CORP'S THE DAILY (FULL PAGE)







CREATIVE EXECUTIONS

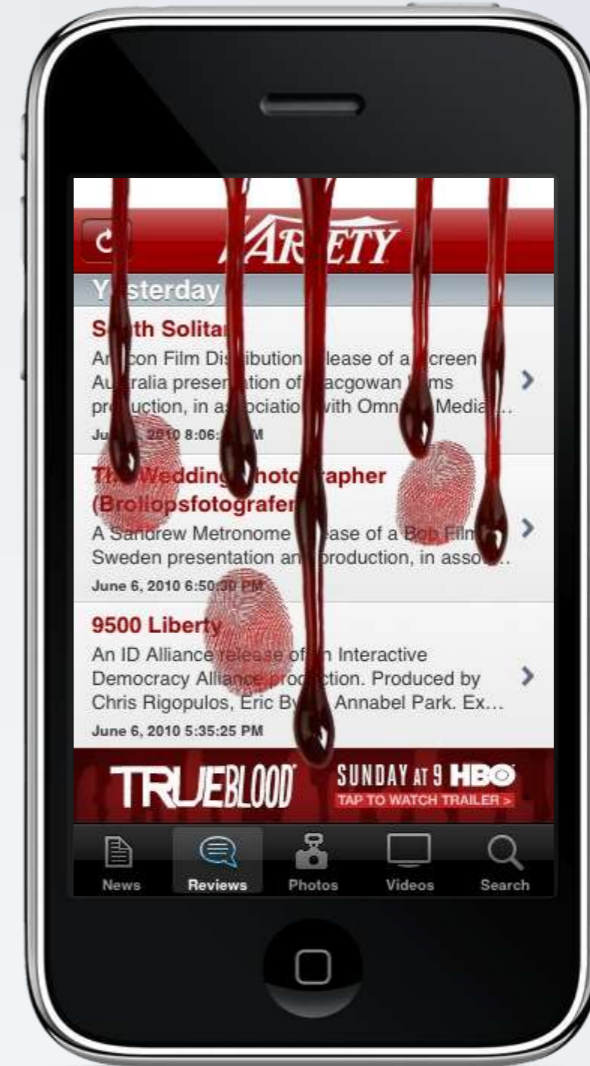
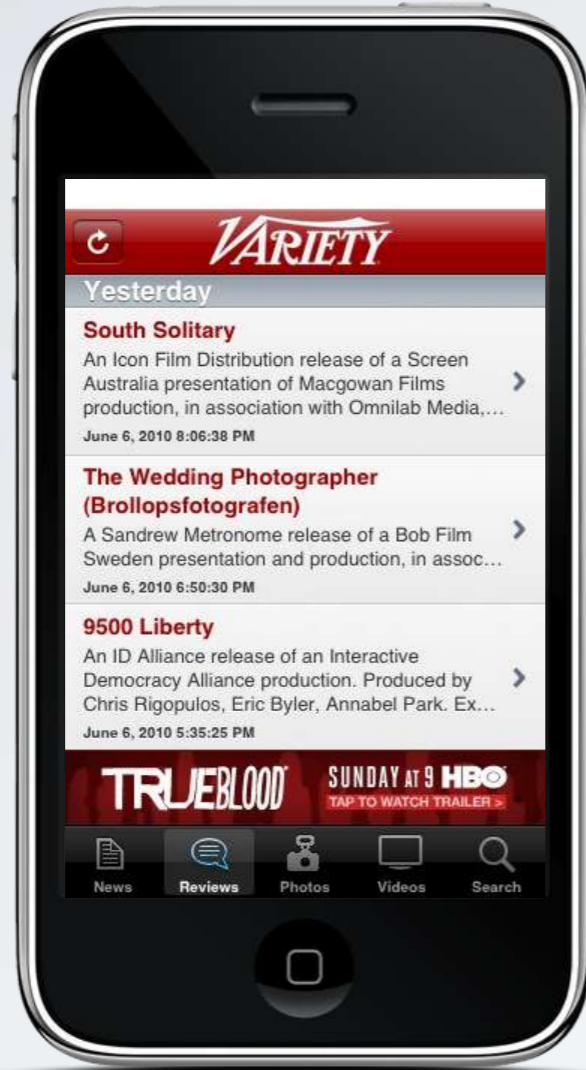
Medialets Rich Media



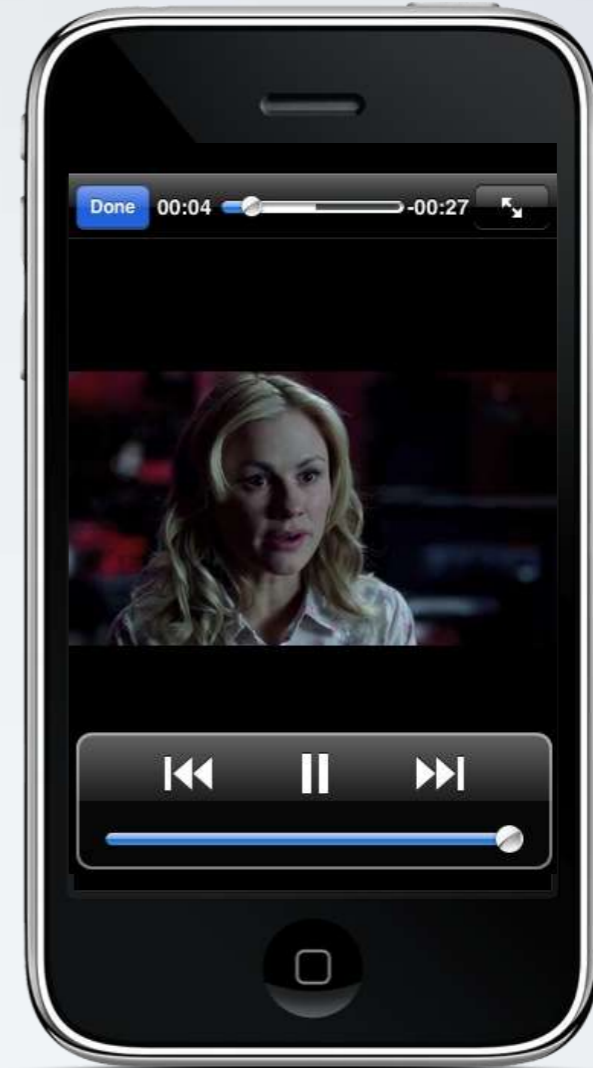
DISCOVERY CHANNEL'S STORM CHASERS



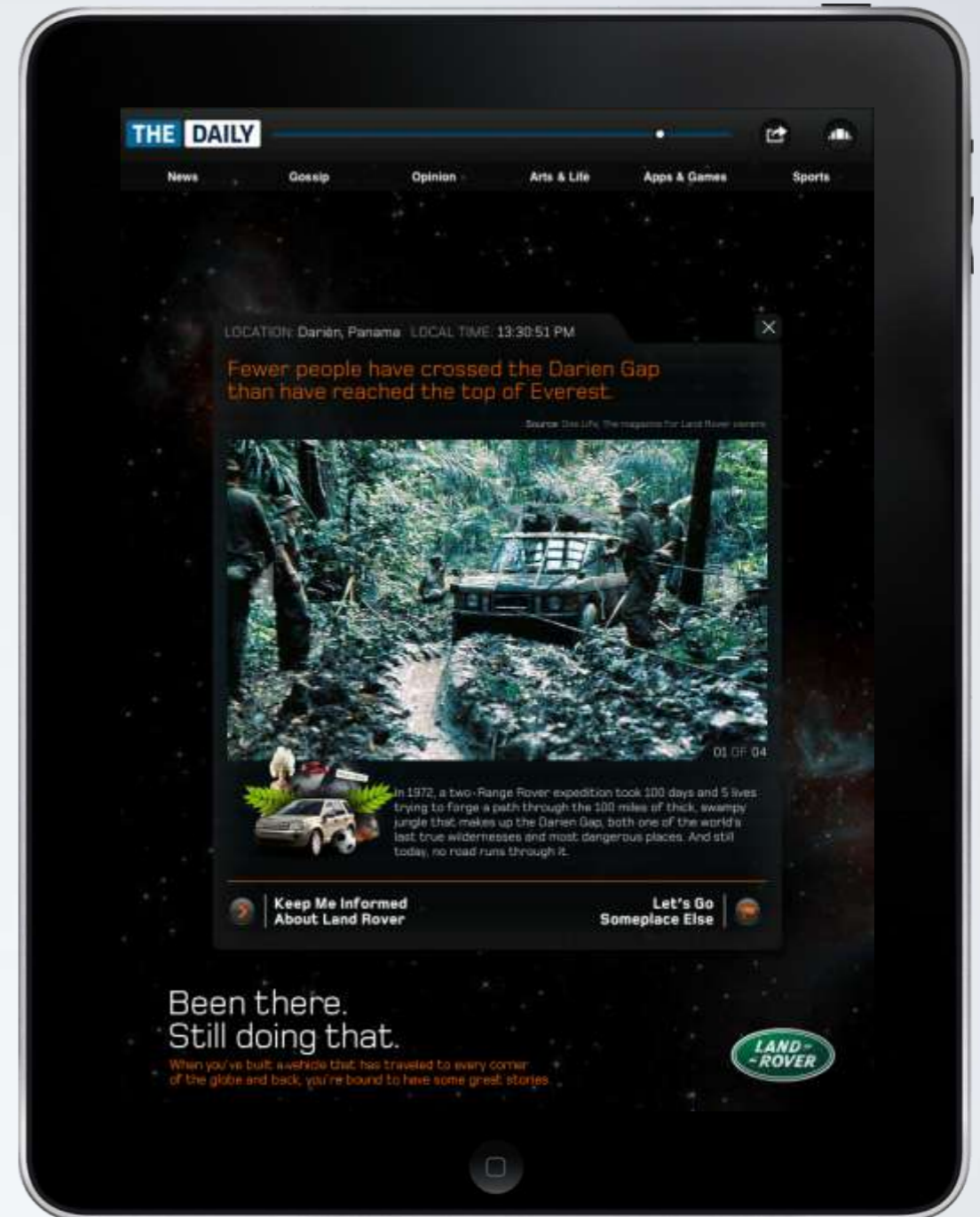
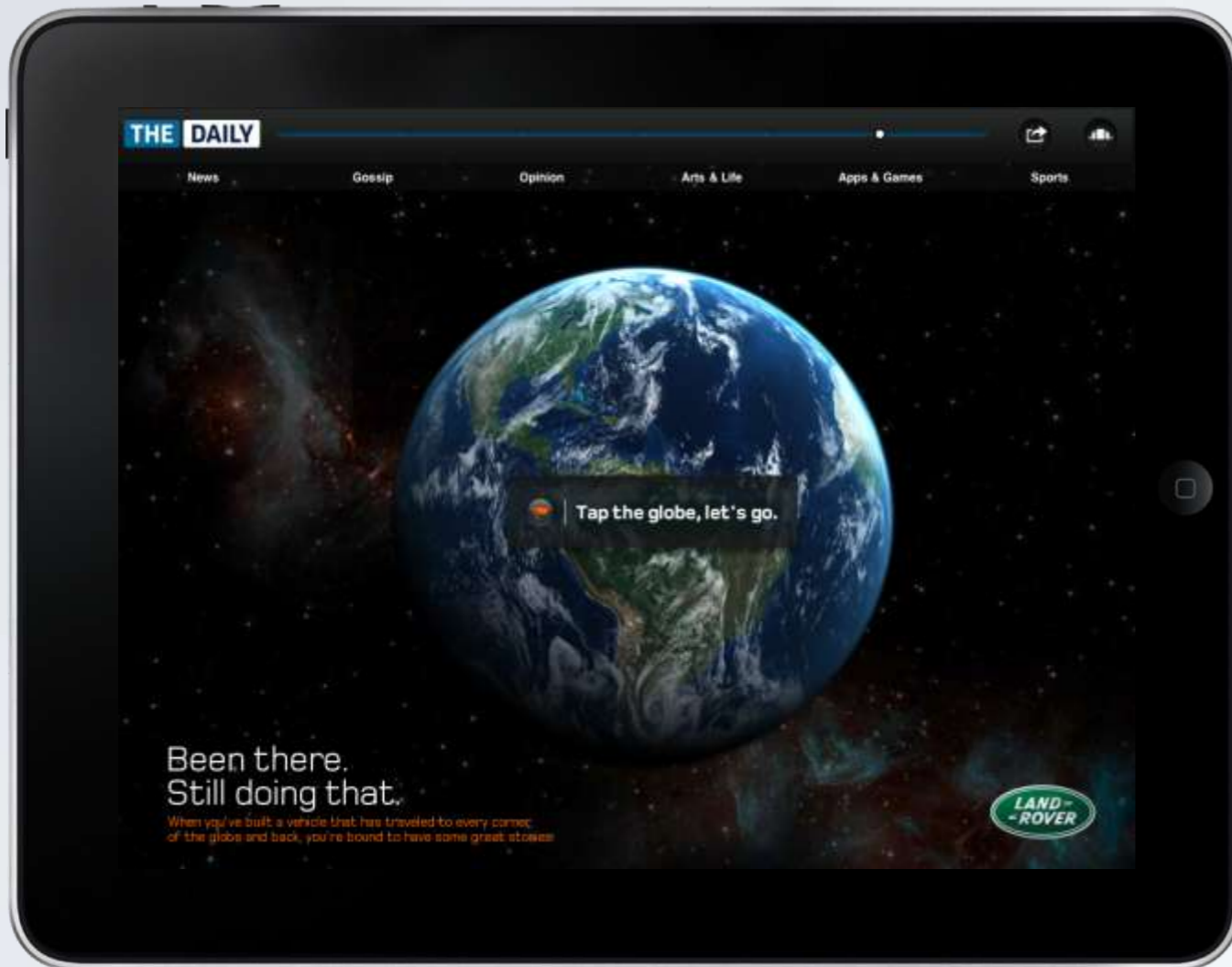
TRUE BLOOD



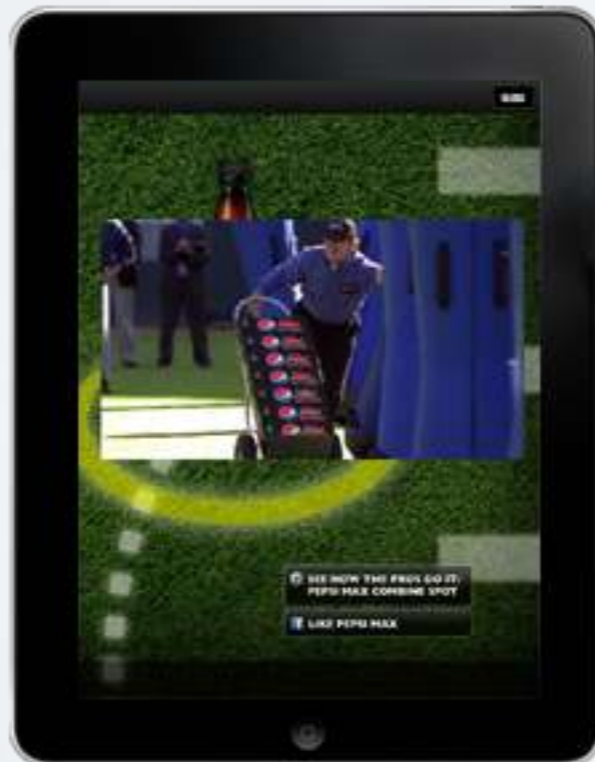
TRUE BLOOD



LAND ROVER



PEPSI MAX



GREY GOOSE



CHASE SAPPHIRE



VISA

Support for NPR is provided by VISA

this is no ordinary wallet.
it's the stuffed-with-a-boatload-of-amazing-perks wallet.

is your wallet powered by Visa Signature?
take a closer look, you could be sitting on dozens of perks.

go tap objects for details



VISA SIGNATURE
does your card say Visa Signature?
check your wallet

more people go with Visa.
VISA SIGNATURE

Close

Support for NPR is provided by VISA

even first class has room for upgrades with Visa Signature.

Enjoy the best rates, exclusive upgrades and VIP perks just for cardholders at the Visa Signature Hotel Collection. From better rooms to valet parking, you'll enjoy your stay at a castle in the Irish countryside or a private island in the South Pacific that much more.

terms and conditions

go tap objects for details



Visa Signature Hotel Collection Fandango Broadway x

VISA SIGNATURE
does your card say Visa Signature?
check your wallet

more people go with Visa.
VISA SIGNATURE

Close

VERIZON



THE DAILY

News Gossip Opinion Arts & Life Apps & Games Sports

4G LTE

THE FASTEST, MOST ADVANCED 4G NETWORK IN AMERICA.

BECOME A HIGH-OCTANE VERSION OF YOU. ✕ CLOSE

Lightning fast. Lightning strong.

- Blaze through the web up to 10x faster than 3G.
- Devour downloads. Get a song in 4 seconds. 20 photos in a minute. or a TV show in 5 minutes.
- Stream live HDTV.
- Video chat without the stutter.

Download Speeds

Network	Download Speed
Verizon 4G LTE	4-12 Mbps
AT&T	3.5 Mbps
TSPN+	1-5 Mbps

HOW POWERFUL IS IT? **HOW CAN I CONNECT?** **IS 4G LTE IN MY AREA?**

LTE is a trademark of ETSI.
These Coverage Locator maps depict predicted and approximate wireless coverage. The coverage areas shown do not guarantee service availability, and may include locations with limited or no coverage. Even within a coverage area, there are many factors, including customer's equipment, terrain, proximity to buildings, obstructions, and weather that may impact service. Some of the Coverage Areas include networks run by other carriers; the coverage depicted is based on their information and public sources, and we cannot ensure its accuracy.

verizon



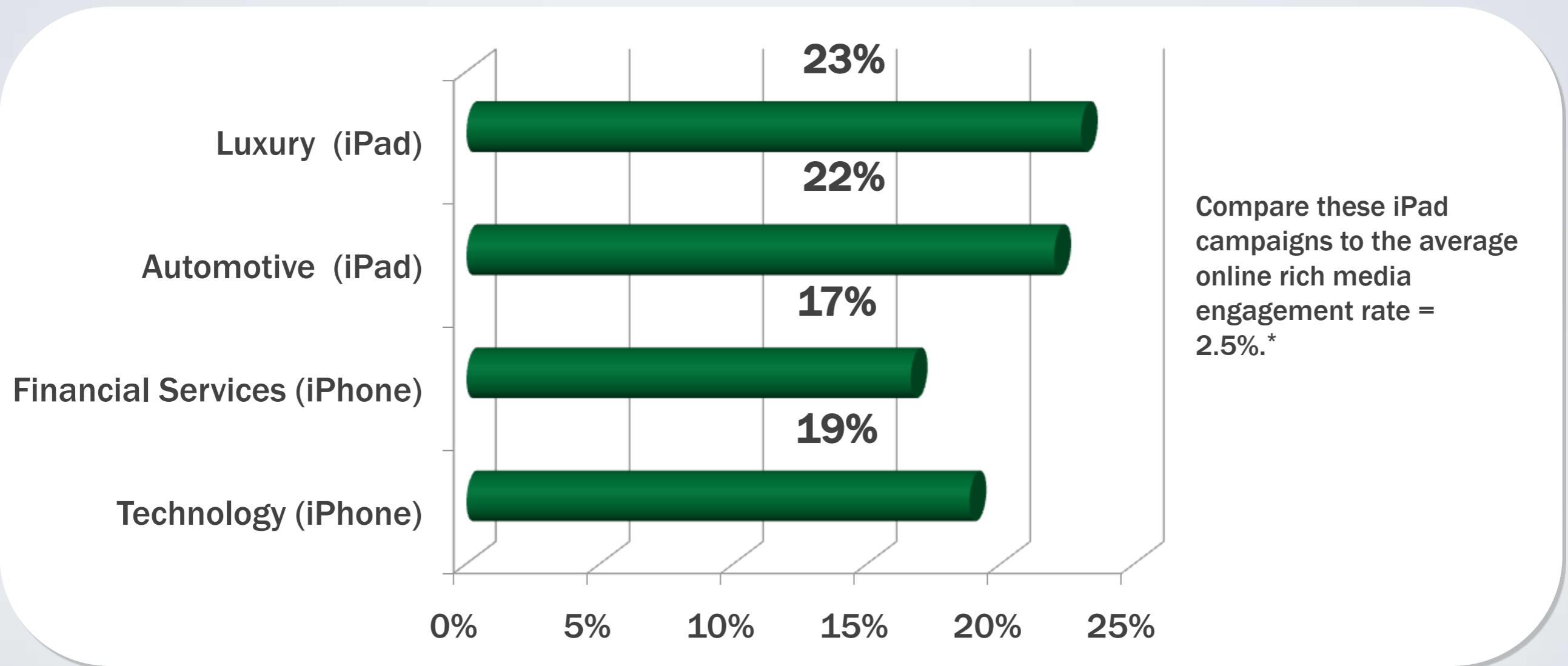
MEASUREMENT

What counts?



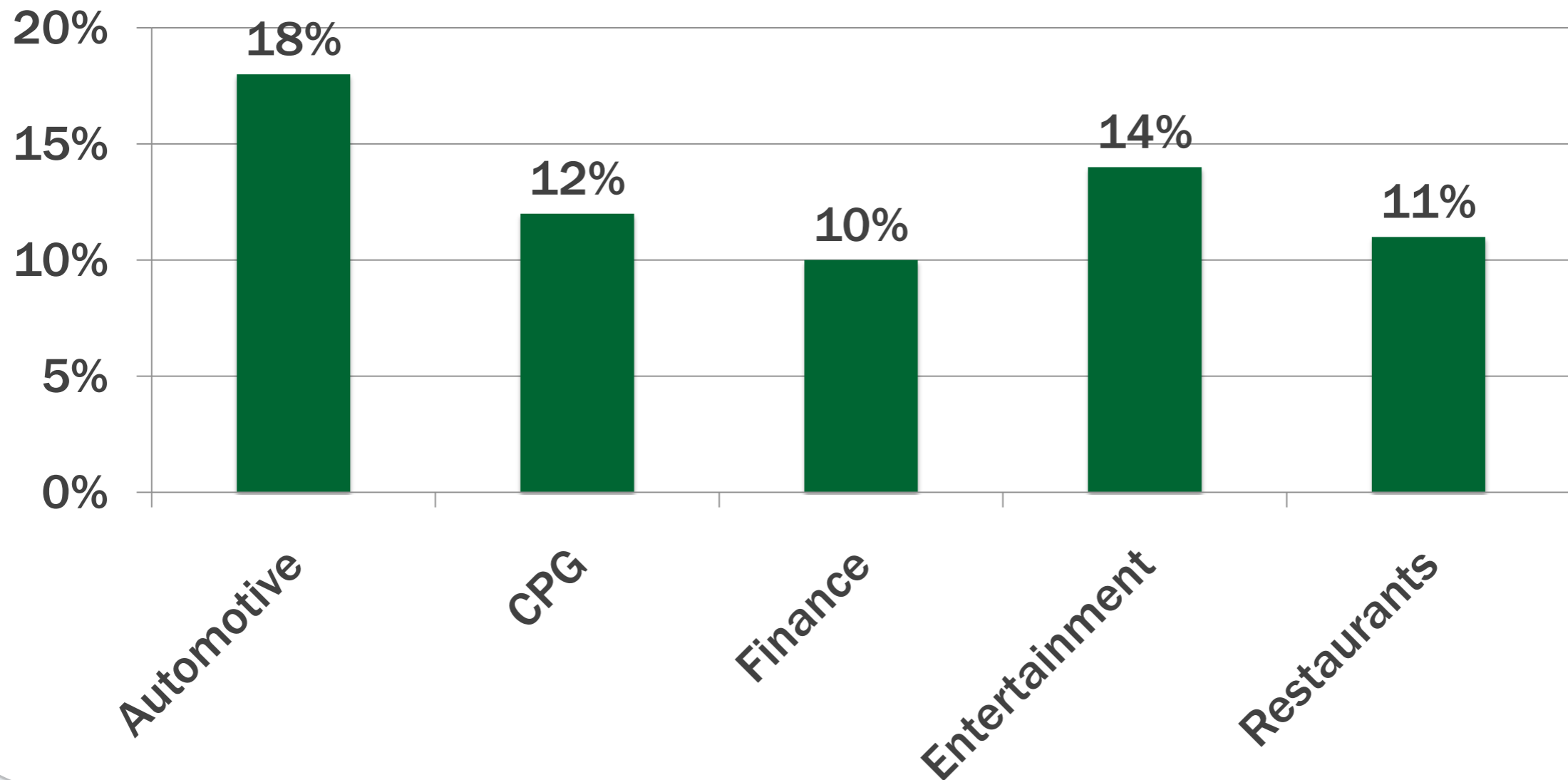
HOW TO MEASURE MOBILE RICH MEDIA?

It's not about the click. It's about engagement – a metric that measures the impact of a creative experience.



MOBILE RICH MEDIA BENCHMARKS

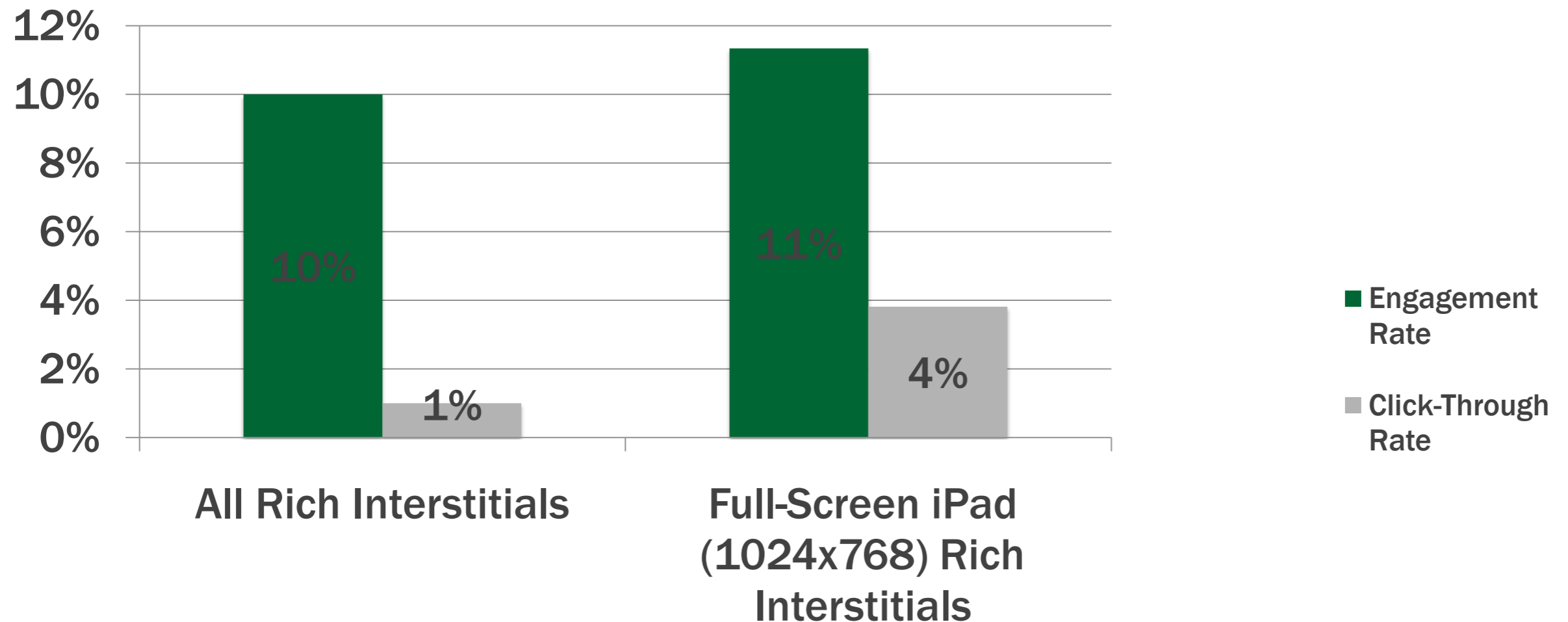
In-App Engagement Rate by Vertical (All Formats)



Source: Averages based on iPhone, iPad and Android rich media campaigns for select verticals run on Medialets platform in Jan - Feb 2011.

MOBILE RICH MEDIA BENCHMARKS

Full-Screen iPad Rich Interstitials Are Performing Above Average





THE MOBILE OPPORTUNITY

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