

Minatoku, Tokyo, Japan 21<sup>st</sup>/August/2012

## motionBEAT will have a display at ad:tech London2012

-Aiming to accelerate the global expansion of smartphone-specialized RTB advertising

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**ad:tech london**  
19 - 20 September 2012

motionBEAT inc. (Head office: Minato-ku, Tokyo, Representative executive officer: Yozo Kaneko, Securities code: 2497) (referred to as “motionBEAT”) is announcing that it will have a booth on display in September at “ad:tech London 2012”, as part of a comprehensive approach towards global expansion in the smartphone-specialized advertising platform sector.

### \* Exhibition Outline

Introducing our two services for advertisers, agencies and media . 1, “Bypass”, a Smartphone-specialized (\*1) DSP (Demand Side Platform :an advertisement distribution system for advertisers) 2, “AdStir”, a (\*2) SSP (Supply Side Platform : an advertisement platform for media) .

Also, by making clear the benefits of using a (\*3) RTB eco-system specialized for smartphones , despite the current consensus that RTB can be difficult to provide due to technical issues, motionBEAT is actively searching for new partners abroad and accelerating its global expansion.

motionBEAT had already connected with the SSP, “mobclix” in the US which has 10billion impressions a month just in the US market . This global cooperation makes not only expansion of business for advertisers in Japan by advertising globally, but also for media, making it possible to get more revenue by delivering global advertisements on their ad space.



[Reference: motionBEAT booth at ad:tech San Francisco in April, 2012]

## \*Global expansion of motionBEAT in 2012

March : Toru Sakai, manager of global division spoke at the GLOBAL RTB SUMMIT2012 in China (<http://bit.ly/OyOOIR>),

June : Displayed at ad:tech Singapore

July : “Bypass” joined hands with Gold Spot Media (<http://bit.ly/Sq4xoL>)

August : “Bypass” connected with “moblicx”

September : Display at ad:tech London

October : Yozo Kaneko, representative executive officer will be speaking at ad:tech Tokyo about Mobile+ Advertising : Best Practice for Mobile and Tablet Advertising (<http://bit.ly/N1Yn1K>)

### \* What is “ad:tech”?

“ad:tech” is an event managed by dmg::events (headquarters: California, USA) . They are multiple global conferences where marketers and ad-engineers from all around the world gather to share ideas on innovation and leading ad-technology and skills. In the past, it has been held in New York, San Francisco, London, Singapore, Sidney, Melbourne, New Deli and Tokyo.

Approximately 130 companies will be represented at the conference. Workshops are also a planned parts of the events.

### \* Outline of ad:tech London 2012

<http://www.ad-techlondon.co.uk/>

Date: 19-20 September, 2012

Venue: National Hall Olympia

Hosted by: dmg::events <http://www.dmgevents.com/>

motionBEAT strives to get the leading position in the rapidly developing smartphone advertisement market by providing advertisement solutions with cutting edge advertising technology.

Please come and talk with us at ad:tech London in this September.

(\*1) DSP (Demand Side Platform)

Platform for advertisers that can deliver the most appropriate ads to their targeted users with own logics through one interface.

(\*2) SSP (Supply Side Platform, Sell Side Platform)

Platform for media and publishers that can manage their revenue from its website ads through one interface

(\*3) RTB (Real Time Bidding)

RTB is a bidding system designed to advertise per impression and allows advertisers to deliver their ads to their targeted users.

\* Company Name : motionBEAT Inc.

<http://www.motionbeat.com/en/> (English)

<http://www.motionbeat.com/> (Japanese)

Stock Exchange : TSE Mothers (Code:2497)

Representative Executive Officer :Yozo Kaneko

Main Office : RENAI AOYAMA Bldg 6F, 3-3-11 Kitaaooyama, Minatoku, Tokyo, 107-0061, Japan

Established : February 20, 1998

Capital : 1,840,969,000 yen ※as of the end of March 2012

Business : Internet business company

\* Our Services for abroad

<http://www.bypass.jp/en/> (Mobile DSP “Bypass”)

<http://ad-stir.com/> (Mobile SSP “adstir”)

\* Inquiries and information

Mika Sekihashi, TEL : +81-3-6821-0000

PR Division E-mail : [press@motionbeat.com](mailto:press@motionbeat.com)

facebook : <http://www.facebook.com/MotionbeatUsInc> (English)

