



For Immediate Release
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Wave-bit™ First Ad Platform to Offer Support for 4K Devices Proprietary Cloud Technology Offers Immediate Resolution Scalability

(New York, January 2013): **Wave-bit**, the premiere digital advertising platform offering near real-time animations to flat banner ads, announced today that **Wave-bit f(x)™** provides full support for the new extremely-high resolution devices (nick-named “4K”) at the 2013 Consumer Electronics Show (CES).

Wave-bit’s f(x) product is advertising’s first and only self-service automated platform that applies cinematic 3D effects to advertising creatives in full 4K resolution using cloud-scale processing. Launched in November 2012, the platform offers dramatically improved click-through-ratios (CTR) and higher conversions by attracting attention to ads, which are animated. **f(x)** was developed in-house by a team of tech and design experts with over 37 years of industry experience.

“The banner ads from **Wave-bit f(x)** are already so impressive, but after CES it became obvious to embrace 4K resolution right away,” states Pilar Valcarcel, VP of Sales. “Since legacy methods of adding effects (animations) to traditional banners, video, and streaming content can reach a scale limit and could not support 4K, agencies and advertisers alike must prepare early to be aligned to the launch of these devices.”

The new support for 4K resolution is immediately available for Wave-bit f(x) customers worldwide. Different than other static banner ads served with other platforms, **Wave-bit f(x)** gives advertisements motion which the new 4K devices can interpret and properly display in a higher quality position correctly in the field of view. Banners processed through the **Wave-bit f(x)** platform can be rendered in an unlimited number of animations such as a paper airplane, present or even a racetrack. Since conception, current online campaigns have seen an increase in CTR from 0.14% up to 1.43%.

“After exploring every aisle at CES this year, it is clear that “conversion” between devices and content predicted years ago is here,” says Valcarcel.

Wave-bit is a venture-backed entity of WBI Holdings LLC, SKN. *For media inquiries, please contact Cassie Leventhal at 212-738-9645.*

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