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LEFTSNRIGHTS, INC. LAUNCHES FIRST RESPONSIVE HTML5 AD DELIVERY PLATFORM

LeftsnRights, Inc. announces that LIQWID®, its award-winning technology, is the first fully HTML5 compatible advertising delivery platform. Ads instantly adapt to any website space or size across all devices including mobile. Liqwid Ad Technology™ services radically increase the targeting and accuracy of ad deliveries with innovations like local dayparting and Viewer Directed Placement™.

LAS VEGAS, NV – LeftsnRights, Inc. announced today that its patent-pending Liqwid technology is the first responsive HTML5 ad delivery platform that can fit a single ad unit onto a fixed or dynamically created web page and deliver it to any desktop or mobile device.

"In the past, advertisers have had to create multiple versions of their ads to fit different placements," says Sarah Prater, Director of Business Development. "The process has always been cumbersome and expensive for advertisers and publishers. Liqwid Ads™ uses native HTML5 functionality to streamline the placement process in a way that offers real cost savings and new revenue opportunities."

Prater explains that Liqwid technology uses HTML5 responsive functionality to make content – be it text, images, video, social media, games, e-commerce, or apps – completely reactive. Content fits into just about any dynamic or fixed space. She points out that the company's current clients enjoy a significant cost reduction managing creative materials and managing campaigns. She also reports that many clients have increased their revenues by monetizing space outside the content area without disrupting the viewer experience.

The technology also offers flexibility so that one campaign can run a combination of Flash ads and HTML5 ads to all types of websites (fixed-width, responsive). Ads will also run on all types of devices – mobile or desktop – as long as the content is compatible with the device.

"Until now, online ads were limited to fixed sizes of media files," says Prater. "We offer a way to deliver advertising content wherever publishers want, on any device, with greater control and with the benefit of using one ad unit to fit any size."

Liqwid services also offer huge cost advantages in terms of management and effectiveness. When applied across all devices and operating systems, TV-like scheduled ad delivery control and prime-time targeting is

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possible. Innovations like local dayparting management allow advertisers to use the local 'time of day' for all ad deliveries. Viewer Directed Placement methodology ensures that a single unit campaign is delivered to all different browsers and mobile devices regardless of the variety of ad sizes or whether the destination is inside or outside the web content page area.

Prater argues that Liqwid innovations are important because they use viewer device time as part of the ad serving process, not server time. Device-initiated impressions are recorded the moment that an ad is rendered on the device, which greatly increases cost efficiency and tracking for advertisers. "Advertisers have greater control over their campaigns and they receive a more accurate picture of campaign reach, market penetration, conversion, and other activities," she says.

"Recent awards recognize Liqwid technology is a disruptive agent in the current online advertising environment. Not only have we successfully implemented HTML5 responsiveness while retaining the use of Flash, but we've also sharpened the quality and effectiveness of content delivery while enhancing substantial revenue opportunities for publishers."

The ability to use HTML5 means that publishers, agencies and advertisers have the freedom to design ad spaces and ad content with ultimate creativity, unbounded by standard sizes or fixed formats. Now responsive ads can run on responsive, mobile, and fixed-width sites. More important, HTML5 allows ads to be automatically indexed and ranked by search engines as standalone interactive content.

As the developer community expands development of HTML5, the company expects many new innovations that combine the benefits of HTML5 and Liqwid Ad Technology services.

"HTML5 ads and the ability to distribute them across all devices will create positive and interesting experiments in online advertising," says Prater. "We are excited to see what kinds of creative applications that the developer community comes up with."

Liqwid technology was recently nominated for the Edison Award for 2013. It had previously won the Utah Innovation Award in the category of Enterprise Software and Web-enabled B2B Solutions in 2011. The Selection Committee, comprised of seventy professionals from Utah's business, technology and academic communities, made their final selections after a month-long evaluation process.

ABOUT LEFTSNRIGHTS, INC: Nikolai Mentchoukov and Jim Rowan founded LeftsnRights, Inc. in 2010. The company's product is the Liqwid® ad delivery platform that scales art and media in Flash or HTML5. Liqwid Ads™ fit any fixed or dynamically created space including the usually unmonetized space outside of a content page, and simultaneously delivers them to desktop and mobile devices. Liqwid Ad Technology™ innovations, like Viewer-Directed Placement™ and local dayparting, radically enhances the accuracy of measurable deliverables and scheduling. The company has offices in Salt Lake City, UT and Nevada. For more information about Liqwid technology, visit http://www.liqwid.com/PR/HTML5-announce-2013-jan-01 or contact Sarah Prater at 800-870-5006 or sp@liqwid.com. The company's Twitter feed is @LiqwidAdTech (#liqwidads).

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