

## LIQWID<sup>®</sup> WINS AN ADDY

*LIQWID<sup>®</sup> ad delivery platform wins a prestigious 2013 ADDY award for Digital Advertising. Liqwid operates the first ad serving platform that can fit ads into any responsive online environment as well as into the highly valuable space outside of a content page on any web property, fixed or responsive.*

LAS VEGAS, NV -- [LIQWID](#)<sup>®</sup>, a brand of LeftsnRights, Inc., announced that the company has won a Silver ADDY<sup>®</sup> Award for Digital Advertising from the Los Angeles North Chapter of the American Advertising Federation (AFF).

In addition to the ADDY, Liqwid technology also won a 2013 award at the Web Marketing Association's IAC (Internet Advertising Competition). The company was nominated for the Edison Award in 2013 and won the [Utah Innovation Award](#) in the category of Enterprise Software and Web-enabled B2B Solutions in 2011.

Nikolai Mentchoukov, CEO of the company, points out a very significant trend for Liqwid. "We have gained three important recognitions in just this past year; significant acknowledgements from peers and colleagues for Liqwid responsive technology and ad delivery methodology. The company's future has never been brighter."

Mentchoukov, who has been involved in developing ad server platforms since the earliest days of the industry, also notes that the run of recent awards recognizes the robustness of the Liqwid ad technology platform. "We are disruptive agents in this industry," he says. "We are working to change the way online advertising is delivered and how people use the medium. It is gratifying to see this kind of acknowledgement from people who can tell the difference and discern its value.

"The fact is," he continues, "we have received recognition on multi-levels – on our creative application of the technology and the sophistication of the technology. But the most important value we have achieved is the appreciation from our clients. They know the value of Liqwid ads."

Winning ad campaign "Flying Money" ran on [www.inquirer.net](http://www.inquirer.net) for Western Union. "We are thrilled to be a partner of Liqwid," says Esther Chavez, Vice President for North America Sales for Inquirer.net. "We've seen the value and effectiveness of their ads, and the implementation is seamless. The combination of the ads being responsive, interactive, always above the fold, and easy to manage is what makes the difference in



Nikolai Mentchoukov, CEO of Liqwid<sup>®</sup>



implementing this Liquid product. Coupled with efficient management, I'm not surprised that Liquid has been acknowledged by their peers and have won several awards this year. Our advertiser will be very pleased."

Liquid is the first ad delivery platform that has successfully implemented the HTML5 environment in online advertising. Liquid technology uses HTML5 responsive functionality to make content – be it text, images, video, social media, games, e-commerce, or apps – completely reactive. 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) as long as the content format is compatible with the viewing device.

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. Responsive ads can run on responsive, mobile, and fixed-width sites. Liquid HTML5 ads are automatically indexed and ranked by search engines as standalone interactive content.

Liquid's Viewer Directed Placement™ methodology also increases advertising management and effectiveness by adding TV-like scheduling and prime-time targeting capabilities. The technology also deploys [local dayparting](#) management so that ad deliveries are based on local 'time of day' and not server time.

Liquid responsive HTML5 ads gives direct sales publishers immediate new ad inventory and high-impact ad placements that will create new revenue streams and positive and interesting experiments in online advertising. Any size publisher, agency or advertiser can get started an at the most basic level, no graphic design, programming or technical knowledge is required. The Liquid ad-serving platform sharpens the quality and effectiveness of content delivery while enhancing substantial revenue opportunities for publishers.

ABOUT ADDY: The ADDY Awards are the world's largest advertising competition with over 50,000 entries nationwide. This unique competition is comprised of three levels of judging, which include local, regional, and national. The American Advertising Federation (AAF) is the nation's oldest national advertising trade association that has 15 district operations. AAF Los Angeles North is an affiliate of the AAF. For more information about AAF Los Angeles North, [www.aaf-losangelesnorth.com](http://www.aaf-losangelesnorth.com)

ABOUT LIQWID: Liquid® is a dba and brand operated by LeftsnRights, Inc. founded by Nikolai Mentchoukov and Jim Rowan in 2010. The Liquid® advertising delivery platform scales art and media in Flash or HTML5. One responsive Liquid ad will adapt to any ad size, location, device, operating system, and browser. The company also features innovations like Viewer-Directed Placement™ and local dayparting to enhance the accuracy of measurable deliverables and scheduling. The company has offices in Salt Lake City, UT and Nevada. For more information about Liquid technology, visit <http://www.liqwid.com/> or contact Sarah Prater at 800-870-5006 or [sp\(at\)liqwid\(dot\)com](mailto:sp(at)liqwid(dot)com). The company's Twitter feed is @LiqwidAdTech (#liqwidads).

###