



Makani Networks reveals smart Ads interception technology

“Smart network-based Ads interception and insertion technology offers unlimited revenue growth potential for mobile operators and ISPs for years to come”

May 11, 2011 – San Francisco, California – Makani Networks today revealed the MakAds platform – a state-of-the-art smart network-based platform that opportunistically intercepts, inserts, and replaces text-based, image-based, and video-based Ads within the content stream.

Makani Networks expects the smart network-based Advertising technology to become one of the biggest revenue spinners for mobile operators and ISPs worldwide, for years to come. As an example use case, a mobile operator based in the US with more than 100 millions subscribers can potentially generate billions of dollars in Ads-revenues annually using the MakAds platform without significantly altering the annual Ads revenue growth potential of content providers.

In addition, by seamlessly integrating the MakAds platform with the third-party Ads networks and enabling price optimizations for the Ads “real estate” of the “high-value” site-specific content stream, along with aggressive Ads interception settings within the MakAds system running proprietary Ads interception algorithms, the MakAds platform in essence offers mobile operators and ISPs unlimited Ads revenue growth potential.

Challenges building the MakAds platform include reducing the false positives and false negatives encountered while deciding whether the specific content stream is an “Ad” or not. Flexible policy-based Ads interception “decisions” derived from the resource locator, content type, and pre-defined site-specific databases are utilized in significantly reducing both the false positives and negatives during the Ads interception process. Makani Networks is also continually refining the MakAds platform for the next-generation user-targeting (and retargeting) through real-time, perceptual, personalized, and channel-optimized ads.

An example smart Ads platform for images-based Ads interception and “MakAds” logo insertion is currently deployed for users based in North America and demo'ed live at <http://mob.makdns.net>



Makani offers high-performance, easy-to-use and technically innovative solutions for next-generation wide-area services. Makani Mobilizer™ appliances are deployed in the customer's network for blazing-speed data access over a wide-range of access networks. Makani Enhancers™ are deployed for wide-area data acceleration and optimization. Founded in 2006, Makani is headquartered in San Francisco USA.