

## **Makani Networks unveils new approaches to next generation mobile ads at ad:tech San Francisco 2010**

**“Next generation mobile advertising is all about precision, real-time, highly interactive, perceptual, and personalized.”**

**April 28, 2010 – San Francisco, California** – Makani Networks, the next generation wide-area networked data services company, today unveiled new approaches to its next-generation mobile marketing solutions and strategy.

Makani Networks' emphasis on mobile marketing technology and strategy, announced at **ad:tech San Francisco 2010**, the largest gathering of on-line marketers, is the result of company's close partnerships with leading wireless operators worldwide and its key technology assets. The expansion of business strategy aims to provide greater value to mobile marketers wrestling with the demands of an increasingly fragmented, mobile media environment.

“It has become a business and marketing necessity for corporations around the world to be able to accurately recognize their consumers across any marketing channel,” said Rajiv Chakravorty, CTO of Makani Networks. “The next generation of mobile marketing is about consumer experience personalization and management. Technology must help recognize the consumer at any touchpoint, leverage precision targeting and retargeting techniques that combine highly interactive, perceptual,

real-time and channel-optimized ads to result in the highest possible brand-awareness and the most consistent possible ROI.”

Besides online-behavioral data, Makani Networks plans to leverage offline third-party consumer data, consumer recognition, offline data analysis, databases, media targeting and delivery optimization to create highly insights-driven and targeted solutions that will allow mobile marketers to reach their consumers with a level of precision unknown until today.



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 network ("WAN") optimization and application acceleration. Founded in 2006, Makani is headquartered in San Francisco USA.