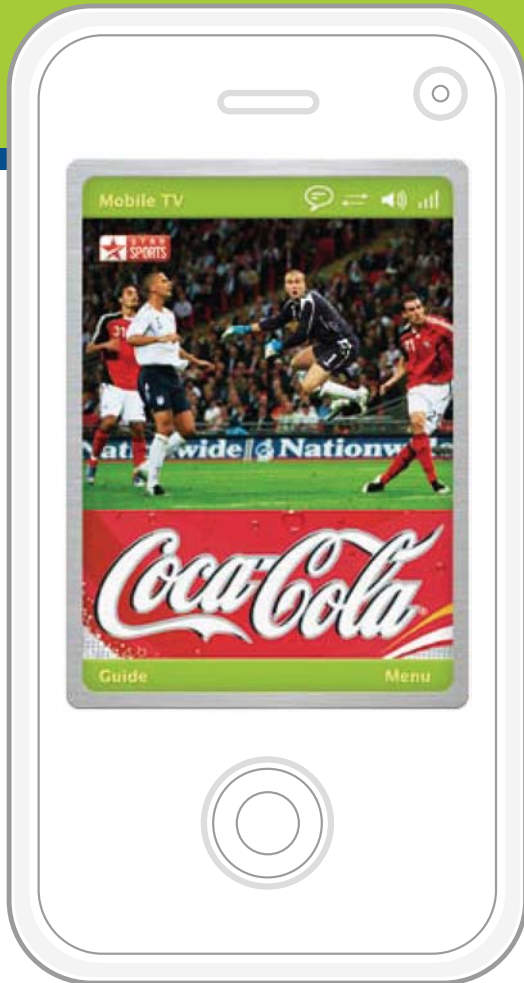


Ad-funded Mobile Entertainment

thinMobile Ad™



Thin Multimedia, Inc.'s (TMI) thinMobile Ad™ is the industry's first advanced mobile video advertising solution to effectively integrate banners and ad overlays directly onto a mobile video.

TMI's turnkey solution provides set-up, automated ingestion, integration with third party advertising platforms, monitoring and tracking of ad delivery. thinMobile Ad™ is a comprehensive advertising solution supporting mobile devices, IPTV and broadband internet, which allows for dynamic ad insertion and personalized ad targeting.



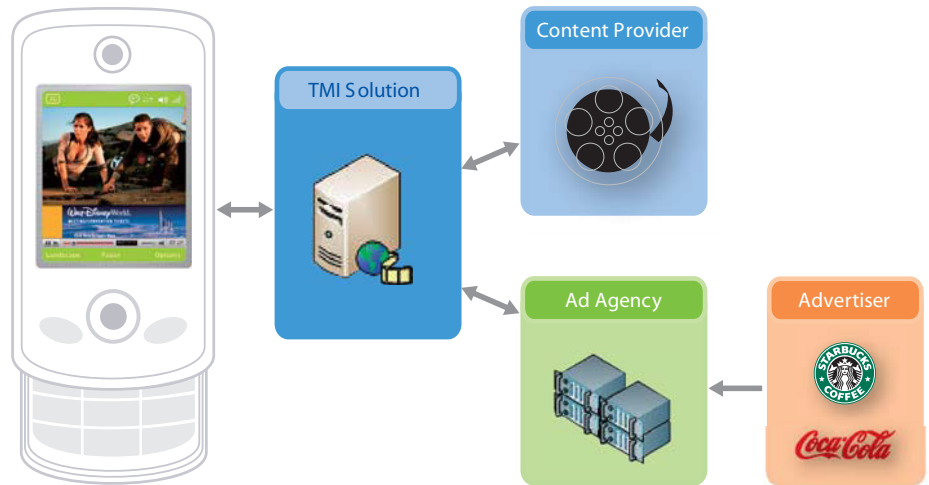
Features

- Reduced Time-to-Market
- A Turnkey, End-to-End Solution
- Reduced Costs and Increased ROI
- Flexible Business Models
- Branding Advantage

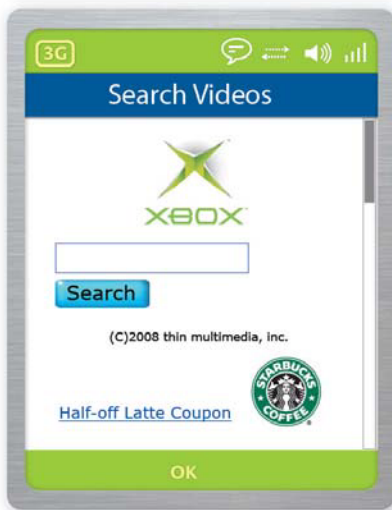
Advertising

- Dynamic video ad insertion (Pre-roll/ Post-roll/Interstitial)
- Banner overlay during content playback
- High quality ad transcoding
- Polling
- Still Image Display

thinMobile AD™ Ecosystem



Multiple Advertising Options



Ad during video search
(delivered via MMS)



Display static AD
before and after
video content



Banner Overlay
AD while video
is playing



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