

# Adello

## Technology break-through to disrupt mobile advertising Adello, leading European DSP merges with HStreaming, leader in low-latency Big-Data analytics

*Redwood City, August 29, 2013 –Adello, a leading European programmatic media-buying platform for mobile advertising, merges with HStreaming, an award-winning Big Data company to disrupt the mobile advertising space with break-through technology.*

«Mobile advertising is underserved since know-how from online advertising does not apply. Mobile advertising players that want to programmatically bid need to build and continuously update fingerprints of over 1 billion devices in real time while adhering to strict privacy laws. The winners will differentiate through superior technology, » says Manuel P. Nappo, Head of Digital Management from the University of Applied Sciences in Zürich.

And this is exactly at what the combined company excels. For many years, scientists tried to overcome a trade-off between the ability to analyze Petabytes of data and the requirement to compute analytics in few milliseconds. HStreaming was born out of a patented technological break-through that is now basis to disrupt programmatic buying with unprecedented targeting accuracy. The company received numerous awards for its technology like Gartner's « Cool Vendor in Infrastructure and Big Data for 2012» or CRN's «Big Data 100».

«We are excited to finally have a unique technology and 100 years of mobile expertise under one roof. We have been working with HStreaming for many months and knew that real-time machine learning can bring advertising to a totally new level. The technology is so powerful that we update our targeting strategies 100,000 times a second which gives our customers unprecedented performance», says Mark Forster, CEO and founder of Adello.

The clients agree: «Adello allows us to save 30% vs. our previous campaigns while targeting the right audience», says Cornelia Rutishauser, Head of Marketing at EMI Music Switzerland.

«This is the next-generation of mobile advertising», says Volkmar Uhlig, PhD, CTO and Big Data visionary. «We are not only level setting mobile and online advertising with capabilities like frequency capping and re-targeting but are also bringing new capabilities like self-optimizing temporal and spatial targeting».

The merged company will operate under its commercially successful Adello brand with operations in the US, UK, Switzerland, Germany, Poland, Austria, and Hungary.

**About Adello:**

*Adello is a leading European programmatic media-buying platform for mobile advertising. Adello's intelligent real-time targeting platform, «AdCTRL», is based on patented Big Data technology breakthrough that allows to analyze petabytes of data at millisecond latency. AdCTRL's real-time machine-learning algorithms update targeting strategies 100,000 times a second. The platform self-optimizes for maximum marketing ROI for both brand and direct response campaigns. It fulfills highest brand safety requirements and serves industries including telcos, automotive, and consumer goods. Customers include large agency networks such as GroupM and leading mobile SSP's such as Smaato. The company holds many awards including Gartner's «Cool Vendor in infrastructure and Big Data for 2012», IAB Switzerland's «Digital Marketer of the Year 2013», IFJ's «Swiss Top100 Startup Award 2012» and CRN's «Big Data 100 for 2012». The company was founded in 2008 and has operations in the US, UK, Switzerland, Germany, Poland, Austria, and Hungary. More information can be found at [www.adello.com](http://www.adello.com)*



Photo: Adello CEO Mark Forster and CTO Volkmar Uhlig, PhD

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