



Orbit Mobile

The solution for ad delivery in mobile applications

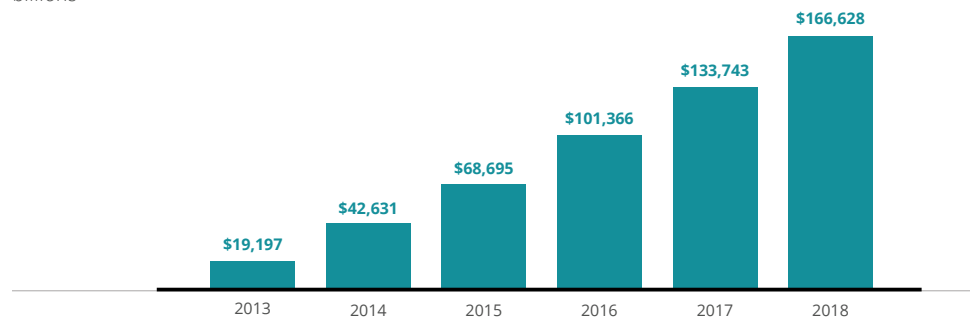
Drive More Mobile Revenue

Mobile Devices Are Everywhere

As their use grows, so does the opportunity for advertisers who know how to sell in the mobile advertising world—in email, on the mobile web, and in apps.

Orbit Mobile boosts the size of your ad revenue potential with an advertising platform that helps you make the most of big opportunities on that small smartphone space, all while keeping pace with changing mobile standards.

US mobile ad spending, 2013-2018
billions



Mobile ad spending

Note: includes display (banners, rich media and video), search and SMS/MMS/P2P messaging.

Source: eMarketer March 2015



Reach Your Mobile Customers Where They Live

Do you know people who never leave the house without their phone or iPad? Do you know people who sleep with their mobile device in arm's reach?

We can't live without mobile! And mobile can't live without advertising.

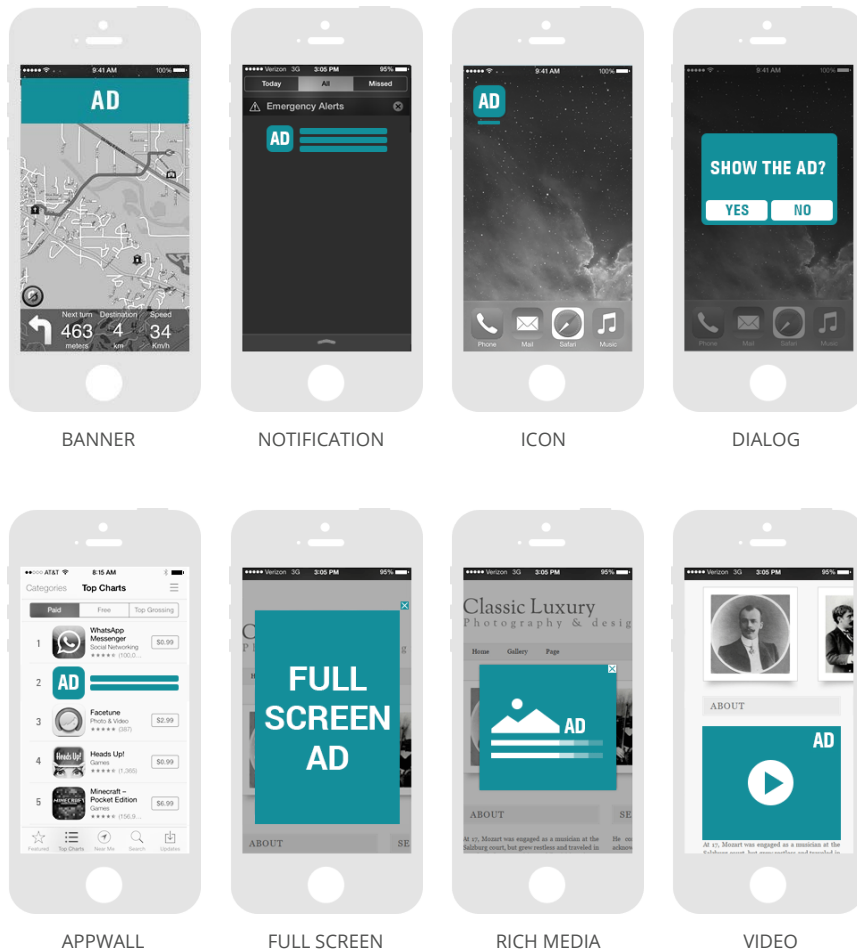
Orbit Ad Server Mobile Ads optimizes your resources and keeps your mobile ad budgets working hard for you. Mobile Ads Module allows you to control how ads display and get reports on what's working and what's not.

It's a technology tool and a strategy tool!

Introducing Orbit Mobile

Comprehensive Range of Mobile Formats

Orbit Mobile offers advertisers the most popular formats of mobile advertising:



Works with the Most Popular OS

Orbit Mobile uses tools that work on Apple, Android, and Windows - all the most popular platforms - so your advertising won't run into compatibility problems, serving issues, or management hassles.



And If You Need Help

We're here for you! Our SDK package includes full documentation and program libraries to get you started. Or you can just give us a call.

Features

- Inventory management and planning
- Real-time ads delivery and performance tracking
- Campaign delivery by individual priorities and individual campaign configurations
- Automatic real-time optimization by eCPM
- Targeting by device, manufacturer, operators, operating systems (Flash Lite, Java MIDP 1.0/2.0, video playback), and geographical and demographical targeting
- Targeting by campaign purpose: promote website, application, media (iTunes store, video, audio), and utilities (click-to-call, click-to-map)
- Banner optimization
- Standard and custom reports
- Companion ads support
- Post-click tracking
- MMA and IAB compliant

How Can You Work with Orbit Mobile



Licensing

one-time payment

Orbit Mobile License Solution is in-house ad server solution that runs on your own hardware behind your firewall.

You retain ownership of your data. You get a complete ad serving solution for advertisers, developers, and networks that stays under your total control.

Benefits of Orbit Mobile Licensing Solution:

- ✓ You can purchase updates anytime for an additional fee.
- ✓ Hardware stays under your control.
- ✓ You can buy your own servers or use servers of third-party hosting providers.
- ✓ You support your system functionality. That means you manage all system aspects. However, if you don't have your own technical team, we can offer technical support for an additional fee.
- ✓ You can modify or customize the system according to the needs of your business.
- ✓ You manage system security (If you use 3rd-party hosting, you're subject to that company's security measures).
- ✓ You have full access and ownership of your data and retain all rights to repurpose the data in proprietary products and make backups.



Hosted Solution

monthly payment based on CPM

Orbit Mobile Hosted Solution is a software delivery model that stays on our central hardware. Your business interacts with the application using a web browser.

We take responsibility for all aspects of operating and maintaining your ad server, with no headaches from managing servers, daily backups, monitoring, security, and software updates.

Benefits of Orbit Mobile Hosted Solution:

- ✓ Continual updates and improvements with no financial burden for updating the software.
- ✓ OrbitSoft data centers hardware is already included in your monthly or annual payment.
- ✓ 24/7 technical support.
- ✓ Adjustable design to make it look according to your brand. We manage all system security (Please see your Service License Agreement for details).
- ✓ Access to the software via Internet browser. We use state-of-the-art hardware, and all our servers are load balanced and optimized for fast performance.
- ✓ If your system load increases, you can buy additional capacity for more ad impressions per day (Subject to availability, our system can handle billions of ad impressions per month).

OR

About Us

More than 30 **highly skilled professionals** work at OrbitSoft. Our partnerships with over 1,000 advertisers and publishers from more than 25 countries help us to improve our products and constantly create unique offers for each customer with a global focus. OrbitSoft offers all our customers the highest quality product, with attention to the finest detail and evolving to meeting the needs of industry leaders and stay at the top of the market in the online advertising world.

Large, worldwide ad networks trust their business to OrbitSoft software.
Join the industry leaders!

PRESENCE IN MORE THAN

25

COUNTRIES

MORE THAN

1,000

SERVING ADVERTISERS
AND
PUBLISHERS GLOBALLY

MORE THAN

17

YEARS OF SOFTWARE DEVELOPMENT



North America

+1 (813) 580-7625

us.sales@orbitsoft.com

5401 W. Kennedy Boulevard
Suite 890
Tampa, FL 33609



Europe and Russia

+7 (863) 300-73-32

sales@orbitsoft.com

support@orbitsoft.com

Russia, 344045 Rostov-on-Don,
Mironova st., 4B