

## Arti-Media™ Excites Users by Providing Non-Intrusive Advertising Services to Video

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*Target-Ad™, an intelligent foundation service, brings a better user experience and added value to publishers*

**Singapore, April 1, 2009** – Arti-Media, a company that brings ingenuity to video monetization, announces Target-Ad a solution that embeds advertising in online video content meeting IAB standards.

Through advanced behavioral and video content analysis technologies, Arti-Media's Target-Ad is able to increase advertising inventory, its effectiveness, and adds profitability to online video publishers while simultaneously limiting intrusiveness for the viewer.

“We continue to be pleased with bringing added value to publisher's videos,” said Amir Segev, general manager of Arti-Media. “By increasing the monetization of videos with Target-Ad, our partners see an immediate increase in revenue as their users enjoy a superior viewing experience while engaging with advertisements. Our solution allows easy integration with existing ad-servers, allowing us to meet our partner's needs.”

Advertising in video is currently intrusive, content agnostic, and disturbs the viewers' experience. By placing advertisements in optimal locations outside the main action yet keeping it in the focus of the viewer, the viewing experience, as well as the advertisements' effectiveness, is enhanced, allowing publishers to maintain the essence of their videos.

Arti-Media currently has various partners throughout the EMEA and is expecting their services to continue to grow as more publishers see the benefits of Target-Ad.

Examples of Target-Ad's capabilities can be seen at [www.arti-mediagroup.com](http://www.arti-mediagroup.com)

### **About Arti-Media**

Arti-Media is a global leader in value-added monetization services for online video. The Company is a subsidiary of Artivision Technologies Ltd (SGX - Singapore Exchange, CATALIST: ARTIVIS), an international video content analysis (VCA) technology pioneer. More information about Arti-Media is available online at [www.arti-mediagroup.com](http://www.arti-mediagroup.com).

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