

## **Trillium Interactive™ and Arti-Media™ Join Forces in Portugal and Brazil**

### ***Trillium Interactive™ and Arti-Media™ Join Forces to Monetize Online Video Content for Publishers in Portugal and Brazil***

*Portugal and Brazil to See Added Monetization with Trillium Interactive Offerings*

**Singapore, May 9, 2009 – Trillium Interactive**, a leading sales house and Arti-Media, a company that brings ingenuity to video monetization, announced today that they have entered into a strategic partnership to offer new advertising solutions to online video content publishers in Portugal and Brazil using Arti-Media's Target-Ad™ service.

Trillium Interactive will offer a platform of monetization services that will enable online video publishers to profit from Arti-Media's non-intrusive service. Offering a high CTR (Click Thru Rate) of over 1%, Target-Ad meets IAB standards, allowing easy integration with their Flash Players and higher revenue.

“Arti-Media's offering will allow us to fulfill our goal of filling unused ad inventory to our clients,” said Duarte Stock, Managing Director at Trillium Interactive. “With new monetization services like Target-Ad, our clients will realize an increase in revenues and profits by providing the opportunity to increase ad inventory.”

The focus of Trillium Interactive is offering Target-Ad to the leading publishers in Portugal and Brazil. Trilliums is currently in advanced discussions with several leading publishers and are offering them the ability to increase their revenues in the online video segment.

“We are very pleased to be working with a leader like Trillium Interactive,” said Sagi Gordon, Vice President Business Development of Arti-Media. “Partnering with a company like Trillium Interactive continues to meet our mandate of partnering with leading sales houses and at the same time providing non-intrusive advertising to viewers. Anyone can place a banner ad on top of a video, irritating users and causing a low CTR, but our service places advertisements in the video, creating less irritation and a higher CTR.”

### **About Trillium Interactive**

Trillium Interactive is a young and dynamic online marketing company. With a solid knowledge in technology related to the internet operation, the company develops strategic partnerships and advanced technologic solutions, appropriated to each need. Trillium has experienced professionals in marketing, technologies and design, enabling the company to provide a complete service package for any online campaign, either to publishers and/or advertisers. More information about Trillium Interactive is available online at [www.trilliuminteractive.com](http://www.trilliuminteractive.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).

### **About Arti-Media's Target-Ad Product**

Using video content analysis (VCA) technology, Target-Ad allows publishers to find untapped virtual "real estate" in video assets. The platform then uses this information to automatically place relevant ads (based on standard IAB banners) within video through a method that preserves the user experience and optimizes advertising effectiveness. Examples of the platform in service can be found at [www.arti-mediagroup.com/products](http://www.arti-mediagroup.com/products).

###

### **Media Contacts:**

Blaine Phelps  
T: + 631 728 3836  
Email: [blaine.phelps@arti-mediagroup.com](mailto:blaine.phelps@arti-mediagroup.com)

