

Javna Foresees A Distinct Improvement In The Mobile Advertising Sector

By PRLaunchers.com

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The regional company with its headquarters in the Jordanian capital expects the Javna Media Network Platform to remarkably improve the mobile marketing and advertizing industry. In addition to being inter-active, the MobiAd application utilizes the latest in mobile technologies to ensure that enterprises achieve their business goals via advertising campaigns while maintaining top standards of consumer satisfaction.

Javna's CEO Mansour Mansour commented: "The MobiAd matrix is a state-of-the-art technology developed by Javna to meets the growing needs of companies for innovative and out-of-the-box marketing techniques. It was developed in compatibility with popular mobile operating systems and their international standards."

Mansour added "Working up to international standards and achieving international Symbian certification is a unique advantage that will ensure the users acceptance of the application and increase the chances of its download to their recent model mobile phones, such as Nokia, the best selling mobiles in the middle east and particularly in the gulf market", and continued to state that new versions of the MobiAd to suit Windows Mobile, BlackBerry, and iPhone shall be released within the next few months.

Mansour expects the mobile advertising platform to have a significant share of the region's ad market, estimated at \$7billion annually, , especially since the new technology is based on interactive solutions that are delivered via multiple delivery channels such as SMS/MMS messages, URL text and multimedia messages, and innovative channels like displaying the ad when a user makes/receives a call or send SMS or MMS messages.. Video ads will be supported in the future on the same delivery channels. These marketing tools can be programmed to appear regularly on set dates and times, and be remotely controlled by the advertizing company.

Javna's Technical Manager Khaled Gharaibeh stated that unlike conventional advertising methods that lack precision in defining and addressing their targets, MobiAd empowers companies and ad agencies to reach out to the targeted segment of consumers in a modern and organized fashion. Subscribers, and for the first time, will be able to define the targeted age range, gender, and geographical location, among other data. Additionally, the program provides the option of technical reporting required to evaluate and monitor the various phases of the ad campaign.

Gharaibeh also added that MobiAd has only to be downloaded once, free of charge, for mobile phone users to start immediately accumulating points and collecting money as they view ads. Also, subscribers will also be eligible for periodic drawings on prizes offered by advertisers.

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Established in 2001, Javna is amongst the leading Jordanian companies specialized in software solutions and wireless applications. We offer messaging & wireless applications products, solutions and services to mobile operators.

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