

# Adefy

Re-Defining Mobile Advertising



HQ in Vienna, Austria

HTML5 Rich Media without the file size and performance limitations. Adefy's **GLAd** rendering technology offers endless flexibility for next-gen mobile ads.

Want **super-smooth** native animated mobile ads that load **instantly?** **We've got you covered.**

## Smaller & Faster Mobile Ads

As agencies push the boundaries of what is possible on mobile, large file sizes, performance issues, and difficulty rendering 3D creatives have become bottlenecks for HTML5 rich media.

Adefy solves this problem, by building a new advertising framework from the ground up, designed with a focus on end-user experiences.



### Adefy GLAd Technology

Our solution to the limitations of mobile HTML5 rich media ads is a technology we've named GLAd. Adefy GLAds are written in JavaScript, but render natively at the device application level using GL ES 2.0 on Android & iOS, and WebGL on the desktop. Along with a timeline-based actor system, we've also integrated a lightning-fast 2D physics engine, which is compiled into native machine code on mobile platforms.

Our GLAds can make full use of a device's capabilities, and allow agencies to craft unique native experiences in cooperation with their publishers, by merging directly with the host application interface.

### Benefits over HTML5 Rich Media

GLAds are compressed for delivery, saving precious bandwidth, and can take advantage of unique device GPU compression algorithms, resulting in a dramatically smaller filesizes in comparison to HTML5.

All scene processing happens at the native level, skipping the WebView all HTML5 ads have to go through, and running directly on the CPU and GPU for maximum performance. All performance and filesize limitations are removed, allowing creative teams to craft phenomenal 2D and 3D creatives that render with no visible lag on mobile devices.

GLAd



115KB

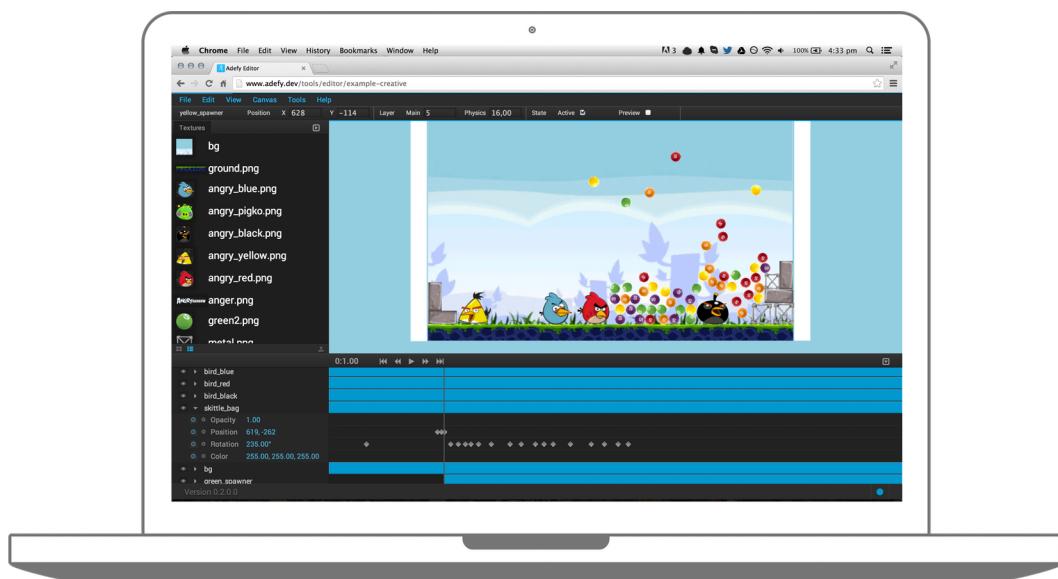
HTML5



442KB

VS

## A new Actor-based approach to mobile ad design



Our Ad Editor brings out the strengths of our GLAd technology, introducing a unique workflow tuned for animation-heavy mobile creatives. Craft interactive, **realtime-rendered** scenes for your publishers, using a powerful keyframe-based animation system and integrated 2D physics engine.

Use the flexibility of our GLAd technology to make your ads truly **stand out**.



Exports JS



Intelligent Optimisation



Live Testing

Adefy GLAd logic is written in JavaScript, which the Editor exports in a human-readable clean format. This allows existing developers with knowledge of JS to develop custom ad logic without needing to be trained in the editor itself.

Our Editor warns users of potential bottlenecks, device limitations, and opportunities for asset optimisation.

Testing can be performed on real hardware, by scanning a QR code inside the Adefy Testing Application, allowing designers and developers alike to see how their creatives perform in the real world.

## A platform built from the ground up for cooperation

We believe the best way to build effective, non-intrusive rich native ads is to work closely with the target publisher. Existing mobile ad networks and platforms keep mobile media agencies and publishers split and without communication.

We are developing a unique **Direct Sales Platform** focused on enabling individual deals between agencies and publishers. Offering a searchable publisher marketplace with live statistics such as volume and CTR, along with details on internal app style, the platform is an integral component of our mobile ad creative development process.



Cris Mihalache *Product Director*

Hi! We're looking for publishers with large userbases in the San Francisco area, to market a new SaaS product of ours. Would you be interested in a 1-2M impression deal this month? Could we integrate a native creative in the camera settings area?

1 hour ago

Advertising Manager Tim McDonald



Sure, we could potentially work with that. We currently have a native deal running in the settings view, but it will end early next week. Send us a proposal and we'll get back to you!

49 minutes ago



Cris Mihalache *Product Director*

Proposal

CPM

\$4.60

Impressions

1,500,000

Payment Method

Paypal

Payment Details

paypal@frontback.me

16 minutes ago

Accept

Decline



Advertising Manager Tim McDonald



Can we do 2M impressions?

Just now



Cris Mihalache *Product Director*

## We are looking for 5 early adopters

Simply put, our mobile ad rendering technology offers more flexibility than we know what to do with. We are looking for **5 Early Adopters** to work closely with us and craft the **perfect** media agency platform.

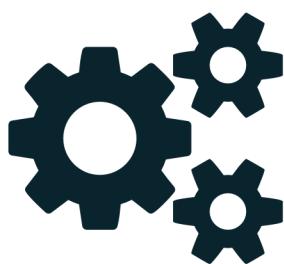
We will select our 5 partners for several months of close cooperation and fine-tuning, then open up our platform & authoring tools for public use in late 2014.

Early adopters are eligible for a **heavily reduced 1 Year** access and support plan.



```
28 var base = AJS.createRectangleActor(30, 55, 48, 72).setRotation(90).setTexture("stone").enablePsyx(0, 0, 1).setLayer(2);
29 var bird = AJS.createCircleActor(px, py, 10).setPhysicsLayer(Math.floor(Math.random() * 2) + 1)
30 .setLayer(3).enablePsyx(1, 0.5, 0.6).attachTexture("orange", 20, 20);
31
32 // Animate
33 bird.rotate(0, 1000, 0);
34 bird.move(360, 900, 1000, 0);
35
36 function slideFeaturette [
```

## Close cooperation & support



As we are still in the early stages of product development, we will work closely with early adopters to ensure our technologies meet their needs. Our authoring tools and platform are highly flexible, allowing us to customise each deployment to align with the visions of individual customers



We will travel to meet with early adopter design teams and ensure they can work effectively with our tools. Our primary goal is to enable creative people to do what they do best: crafting dynamic solutions for their clients that consistently push the envelope of what is possible on mobile.

# Adefy



Get in touch with us!



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