

Thinaire Selects Verizon Terremark Cloud to Support Mobile Marketing Platform

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Consumers to Benefit from Mobile Campaigns Powered by Near Field Communications

NEW YORK, Aug. 7, 2013 /PRNewswire/ -- To support the rapid growth of Near Field Communications (NFC) media technology, Thinaire has selected Verizon Terremark's Enterprise Cloud which allows for seamless scaling based upon traffic, need and demand. Such capabilities are critical for Thinaire when powering mobile marketing campaigns for customers, including News America Marketing whose SmartSource with NFC initiative has the capability to deliver in-store information and offers from thousands of retailers directly from the shelves to the mobile devices of millions of consumers.

(Logo: <http://photos.prnewswire.com/prnh/20130807/NY59903LOGO>)

"The reliability, performance and security of Verizon Terremark's cloud infrastructure allows us to run mobile brand marketing campaigns with confidence," said Mark Goodstadt, CEO of Thinaire. "Further, Verizon Terremark's global presence translates into NFC-powered shopper marketing programs on an even greater scale than was previously possible."

Verizon Terremark, a pioneer in cloud computing, provides large companies and government agencies with powerful, reliable and secure cloud-based IT infrastructure solutions. Through its network of over 50 strategically-located data centers around the world, including a dedicated cloud infrastructure in San Paulo, Brazil, Verizon Terremark is also well positioned to serve emerging markets such as Latin America.

"These types of mobile campaigns represent the future of retail and we're excited to be helping News America Marketing and Thinaire expand their reach," said Chris Drumgoole, senior vice president of Global Operations with Verizon Terremark. "The flexibility and scalability of our Enterprise Cloud makes it an ideal platform for multi-channel marketing campaigns of this size and complexity."

Increasing adoption of proximity-based media by brand marketers means that more in-store and Out-of-Home advertising is being accessed by mobile phones. Radio frequency identification (RFID) transmits a short-range wireless radio signal to mobile phones equipped with the near field communications (NFC) technology.

The strategic alliance incorporating Thinaire's mobile marketing technology and News America Marketing's in-store media network includes some 52,000 retailer franchises. With News America Marketing's in-store program reaching 74 million households in a four-week period*, the Consumer package goods, health and beauty brand advertisers are using SmartSource with NFC for transferring product information to consumer mobile devices on consumer demand.

About Verizon Terremark

Verizon Terremark is a leader in transforming and securing enterprise-class IT on a global scale. A unit of Verizon Communications Inc. (NYSE, Nasdaq: VZ), Verizon Terremark provides IT deployments with advanced infrastructure and managed service offerings that deliver the scale, security and reliability necessary to meet the demanding requirements of enterprises and governments around the world. Verizon Terremark extends federal-grade security controls to all its commercial cloud customers. Enterprises can leverage advanced security technologies, including role-based access controls and certificate-based multi-factor authentication. These enhanced security features allow customers to bring enterprise-class authentication and access control through the use of their certificates and tokens to manage cloud resources. With a global network of data centers and a comprehensive portfolio of secure solutions, Verizon Terremark is helping enterprise and government executives realize the power and promise of cloud today.

www.terremark.com

About Thinaire®

Thinaire is a mobile marketing technology company. Our platform, the Thinaire Mobile Marketing Cloud, enables people and enterprises to create, manage, deploy, and measure mobile engagements that bridge the physical and digital worlds. We partner with marketers and advertisers to create mobile marketing campaigns directly from the physical world using Near Field Communications (NFC) and other on-ramp technologies. For over two years, Thinaire has partnered with the world's leading brands and agencies to

deliver innovative mobile marketing campaigns to market. We've worked with News America Marketing, Unilever, Verizon, Kraft, Hershey's, adidas, Sony, Procter & Gamble, and more. Our enterprise-grade platform integrates solutions for all mobile marketing efforts, including delivery, experience management analytics, social listening and audience targeting. We collect and analyze robust data to understand the way consumers interact their favorite brands in the physical world.

*Measurement of HH shopper traffic in News America Marketing program stores over average four-week period in 2012, using the Cycle 4 2013 Shelftalk store list. Current estimate reflects National store count for SSCM for food COT as of Cycle 10, 2013.

Media contacts:

Maria Montenegro (Verizon)

312-470-5638

Maria.montenegro@verizon.com

Catherine Barton (Thinaire)

646-293-7282

cbarton@thinaire.net

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