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B

x²

x₂

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From Ads that dances

From ads that dance or sing to MTV-like commercials, online advertisers are now using a new type of technology ¹² called "rich media" to attract consumers.

U.S. Internet advertising revenue will have reached about \$12 billion last year, up \$3 billion from 2004. Of this, advertisers spent about \$1 billion on rich media, up from \$800 million in 2003, according to the [Interactive Advertising Bureau](#).

So what exactly is media? By definition, i It is an online advertising technique that combines graphics elements with audio technologies, giving Internet users an interactive experience. And with more than half ¹² of American households connected online and using high-speed connections like broadband and DSL , it means a potentially lucrative way for online advertisers to get consumers' attention.

One company taking online advertising to a different level is Centale Inc. (OTCBB: CNTL), based in Fort Lauderdale, Fla. The online marketing and technology firm offers cutting-edge technology solutions to its clients.

Centale's premier application, the Catalyst EV, is a software platform that allows companies to communicate directly to the desktop of their audience in rich media format.

Note edit

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More than half has nothing to do with more than Alf or Moore than half or whatever. and other stuff that bring things on the screen [George Michael Jr, 1249].

john: this is a comment. And this is what happens when it's on at least three lines and you can add stuff you want to say.

henericvanleuwen: this is a comment. And this is what. I can't believe it anymore.

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