

**AdMarvel services to optimize mobile ads for deCarta MapSearch**  
*deCarta customers get access to AdMarvel's advertising and campaign management platform*

**February 15, 2010 – Barcelona, Spain:** deCarta, the leading provider of location software and services, today announced an agreement with AdMarvel that will allow deCarta MapSearch customers to use AdMarvel's mobile advertising platform to deploy well targeted and effective mobile advertising campaigns. Using AdMarvel's comprehensive suite of analytics and campaign management tools, deCarta's customers can integrate ads and offers into their deCarta-based map, local search and routing applications, providing new revenue streams.

deCarta's MapSearch service is a customizable location enabling service that gives mobile network operators, handset OEM's and mobile service providers the ability to add maps, local search and directions to their mobile internet platforms. Using POI information from around the world. MapSearch provides greater utility than other mapping services through unique features such as deCarta's patent pending NavSearch, which presents users with more relevant search results along a calculated route and eliminates useless results. deCarta's MapSearch is the location solution selected by mobile network operators such as T-Mobile, handset OEM's such as Samsung and mobile technology companies such as Opera.

AdMarvel's extensive suite of mobile advertising services, spanning access to leading ad networks around the globe with the additional flexibility for direct campaign management and ad serving, provides a sophisticated set of tools and dashboard to gain better control of advertising monetization. Using AdMarvel's services, deCarta customers will be able to achieve higher revenue through intelligent targeting and location centric advertising. Customers will also be able to easily generate consolidated performance metrics and analytics and track ARPU at the customer, device, campaign and marketing program level.

"Maps and local search are an excellent opportunity for mobile ad campaigns. The potential for hyper-local, contextualized targeting of offers is tremendous." said Mahi de Silva, Chief Executive Officer, AdMarvel Inc. " We are excited to be working with a leader in the field like deCarta with end user reach in the tens of millions of users."

"As maps and local search become more important to the mobile user, the opportunities to present relevant, contextualized advertisements is a substantial opportunity," said J. Kim Fennell, CEO and President of deCarta. "The combination of deCarta's extensive reach across leading mobile applications and

platforms along with AdMarvel's tools for management and analytics will drive value for our customers who can now benefit as publishers."

MapSearch will be on display at deCarta's stand in Hall 7, 7E62. For more information about MapSearch or to see a demonstration at Mobile World Congress, please send a message to [mzipse@decarta.com](mailto:mzipse@decarta.com).

AdMarvel will be at Mobile World Congress in the Opera stand at Hall 1 Stand C44.

### **About AdMarvel**

AdMarvel makes mobile advertising work by enabling mobile publishers and operators to easily source, provision, manage and track advertising from virtually any ad network or direct sourced advertising inventory. As the leading trusted third party in mobile advertising, AdMarvel works with mobile publishers, developers, carriers, ad networks, agencies and advertisers to optimize advertising inventory and revenue. AdMarvel services work across mobile web, WAP, SMS and in-application and video modalities. AdMarvel is a wholly owned subsidiary of Opera Software ASA, For more information, visit [www.admarvel.com](http://www.admarvel.com).

### **About deCarta**

deCarta is the leading independent geospatial software platform that has enabled some of the industry's most successful Location-Based Services (LBS) applications. The company's technology is ideal for high-volume LBS applications in the mobile, personal navigation, enterprise fleet and Internet markets where scalability, speed and reliability are vital. deCarta's solutions are preferred by application developers, service providers, and mobile handset OEMS who seek to leverage deCarta's unique strengths of server-side, wireless LBS and Search expertise, and also want the flexibility to customize LBS offerings and self-brand. Some of deCarta's customers and technology partners include Appello, ATX, AutoTrader.co.uk, Ford, FullPower, Gearworks, General Motors OnStar, Hotels.com, INRIX, LG electronics, Local Matters, loopt, Maps.com, Multimap, NAVTEQ, Networks In Motion, Opera, T-Mobile, Samsung, Tele Atlas, Verizon and WHERE. deCarta is privately held and headquartered in San Jose, California with international offices in the UK, Germany, the Netherlands and China. [www.decarta.com](http://www.decarta.com).

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