



Media Release

Miles 33 – Miles House Easthampstead Road Bracknell, Berkshire RG12 1NJ
Phone: +44 01344 861133 Email: info@miles33.com

Miles 33 announces Gemstone™ A new app-enabled advertising platform

Includes apps for Audience Analysis, Inventory Management, CRM, Ad Agency automation, 3D Barcodes, reporting and an iOS and Android app for sales reps.

October, 2011, Bracknell, UK – Miles 33 is pleased to announce **Gemstone™**, a new generation, web services-based platform for advertising management. Gemstone is the industry's first "app enabled" infrastructure that allows publishers to add functionality simply by adding new apps, called "Gadgets". This new system will have its industry premier at IFRAExpo 2011 in Vienna, where a variety of Gadgets will be demonstrated to showcase the power and flexibility of Gemstone.

On display will be

Gemstone CRM. A main feature of the Gemstone CRM app is the ability to plot your prospects and customers on a map and then "layer" additional datasets on top of this view, creating evermore detailed understanding of who your audience is.

Gemstone CRM allows you to build profiles that can not only be used for canvassing and campaigns, but can also assist your editorial newsroom as it can provide (based on where those additional layers of data comes from) a better view of the socio-economic makeup of your readers/advertisers/subscribers.

Obviously matching editorial content to advertising and vice versa allows for better targeting of ad materials which will be of great interest to your advertisers.

A tablet app will also be shown that brings customer management tools to the iPad or Android device (native iOS and Android versions). Aimed at advertising reps, the app will allow ad reps to interact with their customers, explore ad availability and make reservations while on-location.

The Gemstone Inventory Browser will allow sales staff to explore available ad spaces and locations, both for print and online through two-way interaction with ad servers. Once identified, ad reservations can be secured in real time. Real-time insight into available ad space increases sales effectiveness and provides a means of selling premium ad slots more efficiently and more securely.



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Gemstone Reporting app provides a “no coding required” means of staying abreast of ad sales and financial performance. Users can build intelligent reports with a simple point-and-click process without ever needing to know the underlying structural design of the advertising database.

The new **Web Wizards** represent a powerful solution for publishers who want to maximize their interaction with ad agencies. With the Web Wizards, ad agencies can manage ad content themselves and design and upload complex ad designs directly to a publisher’s database via a web interface. The solution allows agencies to create profiles for their inventory and configure multi media meta data to record the details of each inventory item. Meta can include descriptive content, pictures, video etc. Advertisers can build and manage a complete portfolio of their inventory items. Thanks to a tight, but flexible, control over the interaction between agency/advertiser and publisher, the resulting ads are of high quality and are produced and proofed with minimum effort and time. Web Wizards powerful inventory manager and pivot viewer provide superior facilities to search for and explore available inventory. For example, a real estate agent can search and filter property using a graphically enriched visual search technology that can be extended to consumers via the internet. Interaction with social media provides an automatic facilities to keep customers up to date with key changes to inventory in the advertisers portfolio. Eg. A price change in a property they are interested in a additional media being added to a property.

October 10-12, IFRAExpo 2011, Vienna, Austria – Miles 33 can be visited at Hall A 740.

About Gemstone

Gemstone represents a new paradigm for advertising management systems. The use of apps is critical in today’s fast moving competitive landscape. Unless publishers can rapidly adapt to new threats and opportunities, they will be left behind. An environment that can introduce new functionality by simply adding a new app provides this nimbleness that will be required to stay abreast of changes in the marketplace.

About Miles 33

Miles 33 is a global software and solutions provider for the Publishing and Media markets. With over 30 years of experience, Miles 33 is one of the largest and longest serving providers to these industries. The current generation of solutions are designed to manage multi-media content and cover all aspects of Advertising, Editorial, Internet and Digital Asset Management to help publishers increase their revenues whilst lowering costs and improving productivity. Miles 33 has an innovative sales model that offers its customers exceptional return on their Investment. Miles 33 is backed by European Capital, the European affiliate of American Capital a publicly traded private equity firm and global asset manager with \$14



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billion in capital resources under management. Miles 33 has offices in Berkshire, England; Connecticut & California, USA; Victoria, Australia; Belo Horizonte, Brazil; Milan, Italy and Kuala Lumpur, Malaysia.

Visit Miles 33 at: www.miles33.com

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