Eyeblaster's Digital Banner Ads to use Microsoft Silverlight Technology for the first time

Submitted by: Freelance PR

Thursday, 2 April 2009

Eyeblaster, home of the world's most innovative digital marketing solutions, has today announced its collaboration with Microsoft Silverlight technology, pushing the boundaries of ad campaign management and creative innovation once again.

Silverlight delivers multi-layered, cross-platform interactive experiences using animation, graphics, audio and video capabilities. Eyeblaster's first implementation of Silverlight in an online banner ads was launched Japan across 3 key publishers, totalling 2,710,000 impressions. An additional 12 key publishers also announced that they will support Eyeblasters collaboration with Silverlight in the future.

Joe Girling, Eyeblaster Vice-President of Global Sales said, "The collaboration strengthens Microsoft and Eyeblaster's relationship and demonstrates ongoing commitment to leadership and innovation around the use of key technologies such as Silverlight. Bringing the power of Eyeblaster to dedicated Silverlight environments will allow advertisers to translate their advertising into the digital realm seamlessly."

"Eyeblaster is a proven leader in online advertising, and Microsoft is excited to work with them to deliver Silverlight-based solutions to advertisers, agencies and publishers around the world," said Brian Goldfarb, director of the developer platform group at Microsoft Corp. "Silverlight-powered applications represent next-generation technology to deliver engaging, effective online advertising, and we highly value partners like Eyeblaster that bring this groundbreaking technology to market."

Silverlight is on track to become one of the fastest-growing browser plug-ins in the history of the internet, with one in four consumer computers worldwide using the browser.

Recent studies by Eyeblaster have found that Rich Media banner ads encourage users to convert to purchase five times more often than a standard banner ad. The additional functionality provided by Silverlight technology served through Eyeblaster's Rich Media banners will create even more engaging banner ads for end users and coupled with Eyeblaster's Ad Campaign Management tools, will promote more cost effective advertising for marketers worldwide.

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About Eyeblaster

Eyeblaster is the global leader in integrated digital marketing services and was the first company to bring third party video advertising technology to the Australian and New Zealand markets. In 1999, Eyeblaster was among the pioneers in rich media communication. Today, Eyeblaster extends its inventive heritage in digital advertising through Ad Campaign Manager (ACM). ACM enables interactive agencies,

advertisers and publishers to manage campaigns across digital media channels, including online, mobile and in-game, and a variety of formats, including rich media, in-stream video, display and search. Learn more at www.eyeblaster.com