

**Press release****A new era in online video advertising  
A first from Adrime and Sony Pictures Releasing**

**Amsterdam, 23 April 2007 – Technology developer Adrime is taking the quality of video advertising on the web to a new level. To anyone visiting a site the new Full Screen Video Ad will look like a normal online ad with video images. But one click of the mouse will enlarge the banner and make it fill the entire screen. To the visitor it seems like the computer has suddenly turned into a television. By clicking again the ad will immediately return to its original format. This opens up a range of application possibilities, but Sony Pictures Releasing is the first to use this new technology. As of today the movie trailer for Spider-Man 3 will appear on a large number of websites in this revolutionary ad format.**

David de Jong, Sales Director at Adrime: "Online advertising with video was, up to now, very complex. Video images had to be adjusted to work in a small format and comply with specific technical requirements. And then it was still always not guaranteed that users would have the right media player or settings to be able to actually watch the ad. We have done away with that complexity in one go. Advertisers can use existing video material without any complicated adjustments. Seeing as it is based on Flash technology, it will be able to play on practically every computer, without any further plug-ins or special settings. We have furthermore made the back-end of the system very straightforward. Advertising professionals and agencies with little experience in this area can create a video ad in no time."

Kyra Schiffers, Marketing Manager at Sony Pictures Releasing: "The days that you needed to have the right video player installed on your computer to be able to view movie trailers, are gone. For us, this new format makes online advertising as easy as TV advertising or the showing of trailers in the cinema. We can use exactly the same material and be sure that consumers will be able to see everything with a high level of quality. Our creative agency Rhinocreations has also confirmed that this technology is extremely accessible, and that they found they could get to work using our existing formats without any problems. Now we can give everybody the best possible visual taster of the new Spider-Man movie, which premieres on May 1<sup>st</sup>."

**About Adrime**

Adrime stands for Advanced Rich Media technology, which covers technology that enables creative online advertising with great impact. Rich Media ads are dynamic and interactive forms of advertising on screen outside the usual banner formats. Adrime offers support to media agencies, advertising agencies and proprietors of online advertising networks in all aspects of Rich Media campaigns, from creation to presentation. Adrime was founded in 2001 and is based in Amsterdam, the Netherlands.

**Further information**

[www.adrime.nl](http://www.adrime.nl)

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You can view the Full Screen Video Ad online at <http://www.adrime.com/gallery/150>