

## **KORA AND ADRIME NEW HORIZONS FOR INTERACTIVE ADVERTISING**

Milan, July 25 – 2007 – Kora, an interactive agency specialised in multi-channel digital projects, has announced the establishment of a partnership agreement with AdRime, a leading Dutch company within the Advance Rich Media Technology sector.

Thanks to its collaboration with AdRime, Kora is set to consolidate its position in interactive advertising, confirming its standing as a reference point in Italian and European markets for companies who want to direct their advertising investment towards internet with innovative and highly effective campaigns.

AdRime technology is unique and allows new Rich Media formats with an unprecedented level of quality to be created: with AdRime “fuller” online advertising formats can be made that take advantage of audio and video contents, as well as formats that offer better, more effective and more involving interactive aspects for the user.

AdRime’s new Full Screen Video Ad format brings the website user well beyond normal online advertising in which video images are inserted. With the click of a mouse the banner becomes larger and fills the entire screen and vice-versa: in this way the computer appears to be transformed into a television.

“There are countless possibilities to express oneself that can help companies communicate appropriately with their target market,” says **Francesco Bottigliero, Managing Director of Kora**. “Interactive advertising is not merely the “chain” production of traditional advertising formats: it is a much wider creative universe that recreates a scene that is made to measure for the market and the relative target. Thanks to interactive advertising campaigns, companies can now work on developing continuous interaction with their audience. Thanks to AdRime, our Rich Media creativity is now about to take another step forward, allowing us to create online campaigns with flexible, innovative technology that frees us from the usual burdening restrictions,” concludes Bottigliero.

“Kora is a highly valued partner for us – states **David de Jong, Sales Director Adrime** - working with an experienced team of designers and developers. This allows them to support their clients with cutting edge campaigns, using for example our broad suite of rich media support tools and techniques. We believe that our co-operation will bring both parties one step ahead of our competitors.”

The benefits of AdRime technology are several for Kora: first of all the elimination of any kind of creative restrictions and therefore the possibility to explore new forms of creativity; any idea in any format, today, could be realized with AdRime, regardless of the website considered for the adv.

Thanks to AdRime’s efficient and qualitative technological support, Kora will mainly focus on creativity and strategic aspects of communication.



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### **About Kora**

Kora is an interactive agency specialised in multi-channel digital projects. Its main business areas include the creation of interactive advertising initiatives, digital marketing and social networking, website and portal design, the development of applications for mobiles and the creation of web-TV and IpTV projects, whose success is guaranteed by the agency's combination of creative, technological and planning skills: its distinguishing features on the digital marketing scene in Italy and in Europe.

Thanks to a team of 60 staff and offices in Milan, Paris and Barcelona, Kora is able to guarantee successful projects for its clients, who include:

Honda Europe, Vodafone, H3G, Telecom Italia Media, Findomestic Banca, Intesa San Paolo, Fastweb, Rcs, Mondadori, Class Editori, Seat Pagine Gialle, Giuffrè Editore, Editoriale Domus, IGPDecaux, Snai, Syngenta, Achieve Global Italia, Banca Nazionale del Lavoro, Banca Popolare di Milano, Volkswagen Bank, Gruppo Generali, Rainbow, Lastminutetour.com, TheKult.it.

### **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.

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