

Flash and Helios IQ:

Even elaborate Flash ads with audio, video and interactive effects are booked easily with Helios IQ.

Flash Booking

Integrate Flash Seamlessly In Your Online Advertisement

Flash advertising and ad serving with Helios IQ

Flash is the extensive standard in online advertising when it comes to Rich Media. According to Nielsen/Netratings about 97 per cent of all „Rich Media“ formats are based on Flash. This is why the compatibility of an ad serving solution with this format is so important.

Booking Flash ads has been quite difficult up till now. Until a campaign could be started with common ad serving solutions, a series of consultations between campaign manager and creators or flash programmers was often necessary. This has now come to an end – Helios IQ, the Next Generation Ad Serving Solution by ADTECH offers many simplifications and makes the Flash booking extraordinarily comfortable.

With Helios IQ, campaign managers and traffickers are more independent and may change settings with the swf files quickly and securely by themselves, without any programming knowledge.

Your advantages – higher efficiency on the Flash booking:

- **Enhanced functionality**
Helios IQ enhances the functionality of Flash with ad specific features like popup/-under, layers, etc.
- **Easier subsequent handling**
Automatic error correction within the Flash code and comfortable customization i.e. replacement of hard coded links.
- **High productivity even with mass bookings**
Quick booking and higher security through step-by-step entry masks and preview of the booked Flash banners.
- **Extensive savings on time and cost**
Less effort on technical issues and more resources in the media business.

Flash Booking

This is a big advantage especially when creatives or Flash programmers did not correctly match the ad server specifications. You may for example alter the necessary Click-TAG in the swf file by yourself if it is not positioned correctly. The additional consultations have become obsolete. You simply save a lot of time with Helios IQ.

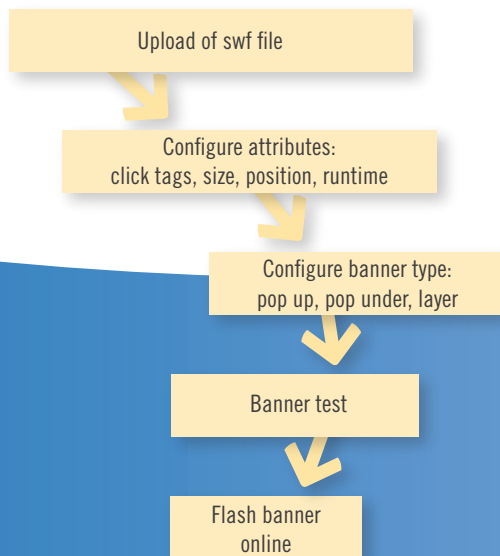
Helios IQ – the open solution for Rich Media

ADTECH supports all common Rich Media advertising formats. Because of its completely modular system architecture Helios IQ is already prepared for further third party Rich Media formats and open for future developments. This guarantees a maximum future security.



Only four steps until your Flash banner is online

With Helios IQ you have all important features for Flash and Rich Media campaigns handy. You can set and individually design the specifications of your banner without programming knowledge. With Helios IQ, the complete Flash booking is comfortable and easy. You will be guided through the steps intuitively:



Flash advertising

Rich-Media advertising with Flash conquered the digital world. Elaborately designed, the Flash banners ask the user for interactivity and increase the click rate. High resolution graphics, exact movements, spinning and masking objects, buttons and monitoring mouse moves: Flash enables ads that blast the normal format of static banners with animation, audio and video.

**For any further information
please contact:**



NEW YORK | Tel 212-920-0595
SAN FRANCISCO | Tel 415-548-0129