

The screenshot displays the ADTECH Helios IQ web interface. At the top, it says "The World of Marketing Technologies" and "ADTECH". Below this are navigation links for "Solutions", "Products", "Company", "News", "Service", and "Contact". A language dropdown is set to "English". The main content area is divided into several sections: "Solutions for:" with a list of "AGENCIES", "PUBLISHERS", "AD NETWORKS", and "ADVERTISERS"; "Customer Statement" with a testimonial; "Details" for a specific campaign including Network, Placement ID, Name, Dimensions, Campaign Info, Ad ID, Banner ID, Name, Imps. total today, Clicks total today, Customer, and Advertiser; "Frequency campaign" with a bar chart; and "Campaign Analysis Live" with a table of releases. The bottom of the page features the Helios IQ logo and "Ad Management" text.

Your ads  
will love it!

### ADTECH US

ADTECH US is the American arm of ADTECH AG, a leading international digital marketing solutions company. The company is an independent and majority-controlled subsidiary of AOL's Advertising.com division. Since opening in the US in September of 2006, ADTECH US has signed on such clients as the A&E Television Network, interactive marketing agency Artyso and photo blogging community FOTOLOG to ad serving agreements. Headquartered in New York with an office in San Francisco, the company's flagship product is the Helios IQ ad serving platform, a next-generation suite of applications which enables Web publishers to manage, serve and report on their online advertising campaigns. Helios IQ allows its customers to enhance efficiency, reliability and ROI in their online advertising businesses. Globally, ADTECH AG, founded in 1998 works with such customers as Sky TV, Clear Channel and OMD in 25 countries.

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## Smart Ad Management for Publishers, Ad Networks and Agencies

### LIVE Test – Preview redirects live on your site

With the introduction of LIVE Test, ADTECH solved two major industry problems. Firstly – how to make sure a rich media ad won't break your site before it goes live. From simple GIF banners to complex Rich Media and Online Video Ads, Helios IQ lets you see them in a live environment, in the browser of your choice – as the campaign is loaded.

Secondly, LIVE Test also allows you to get screen grabs of your campaigns without having to spend time searching on your site to prove campaigns are live. Just five minutes after receiving an ad, the campaign can be live, fully tested and counting impressions, and you have a screen grab to present to your client. Helios IQ makes it a pleasure for your customers to do business with you.

# Helios IQ

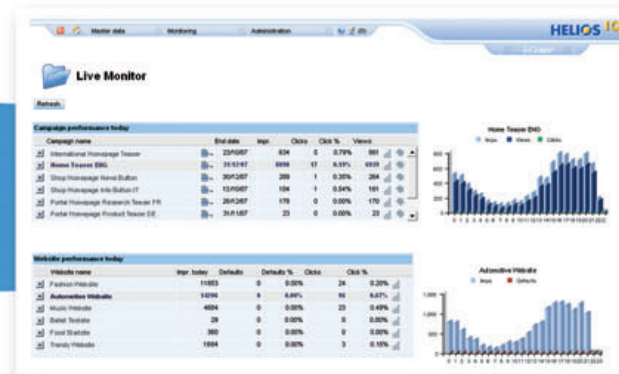
## Ad Management

Everything under control.

Show campaign summary  
Edit campaign  
Copy campaign  
Synchronize  
Campaign lists  
Reports

Reports...  
Subscriptions...

**Context menus:**  
Features essential to your business are available in one click.



### User friendly interface

The extensive and intuitive automation in Helios IQ eases your daily routine, saves you and your team significant amounts of time and helps you to manage your digital marketing more efficiently.

### Smart navigating with i-Center

The i-Center in Helios IQ has a host of extra features aimed at simplifying your working day. The entire navigation process is clear, tidy and well thought out. Campaign booking is quick and simple.

### LIVE Push and LIVE Monitoring

With LIVE Push, a Rich Media campaign in Helios IQ can be booked and available online within one minute. Immediately the first results are received. With powerful functions such as LIVE Monitoring, you have everything under control at a glance. You can check in real-time how campaigns are performing and any edits made are set live instantly. This is how smart ad management works.

### Sophisticated inventory management

The unique and ingenious Inventory Management System (IMS) in Helios IQ optimises the utilisation of ad space. You will profit from valuable optimisation functions and the new administrative features, which allow you to manage your ad space at optimum profit levels.



**Interactive reporting in Helios IQ with ViewCount.** Online ad delivery that confirms receipt.

### Helios IQ gives you a competitive advantage.

Contact ADTECH to find out more about how Helios IQ can transform your ad management and maximise your competitive advantage online.

**Email:** [usa@adtechus.com](mailto:usa@adtechus.com)

**New York:** 646-722-8181 | **San Francisco:** 415-548-0129

**Helios IQ is the next generation ad management platform from ADTECH. It sets new standards in efficiency, speed and flexibility for both business and traffic managers alike.**

Every stage in Helios IQ has been carefully thought out and linked together to ensure efficient process flows. Simplicity, functionality and client needs have been our guiding principles throughout the design process. Every new user is amazed just how easy it is to manage the complex ad serving processes. From instant campaign deployment, to inventory management, LIVE Test, LIVE Push, LIVE Monitoring and interactive reporting, Helios IQ is the platform of choice for companies seeking world-class ad management technology.