

The small Mobile screen to be the future medium for advertisers, as mobiSolv releases myAdz mobile advertising platform.

mobiSolv today released its Mobile Advertising platform myAdz that allows advertisers to harness the very personal small screen of mobile subscribers. There has been wide speculation that subscribers check this tiny screen every five minutes for Calls, SMS's, and now even Emails.

New Delhi, Delhi, IND, 2007-08-20 14:17:55 (IndiaPRwire.com)

mobiSolv, the mobile solutions company today announced the release of their innovative Mobile Advertising platform myAdz. The service is a boon for advertisers as it conveys the message without any spam.

It is now clearly proven that the Mobile phones and similar devices are the most personal gadgets that people carry. The research has clearly shown that Mobiles would outnumber the 200 million print media readership as early as November 2007 in India. **myAdz** would enable advertisers to utilize this prime virtual real estate as it would become the biggest medium, bigger than TV, print or the internet. Globally this medium has been a strong choice as there are more than 30 countries where the mobile penetration has exceeded 100 %.

myAdz platform brings together the advertisers and publishers and shares the revenue generated with the content generators. By launching **myAdz**, mobiSolv plans to create avenue for income generation for publishers who create innovative mobile content. Some research organizations have predicted that global mobile advertising revenues would reach USD 13 billion by 2011. **mobiSolv** believes that even if the numbers appear too big there is ample proof to indicate that there would be big enough opportunity for this domain.

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mobiSolv solves Business and Consumer problems using the Mobile platform

Keeping in view the focus on solving problems [mobiSolv](http://www.mobisolv.com) also creates custom solutions for its clients considering their unique requirements and problems. Several solutions have been created in domains like High End Retail, Education, BPO, KPO, Automobile, Utilities, etc.

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You can also visit www.mobisolv.com for more information.