

## Newsletter

### 1. New Launches

#### Ad Manager V2.5

January 14, 2010 was witness to the launch of Ad Manager V2.5. Version 2.5 features an efficient and realigned UI and UX to include a glossary, visual hierarchy, reordering of UI elements to match a logical sequence and relook at the usability of each page. The improved presentation of product and feature set makes for meaningful grouping of ad types, branding and client-friendly documentation. For smoother operation UI bugs including ad slot detention inconsistency, adjustable Time Zone, and loading screen along with other bugs like non-functional campaign reach prediction feature have been fixed.

### 2. Engineering Updates

#### Platform 1.7.3 – Being deployed live with Screen cast device specific auto scaling

Build 1781 has been certified for release as Platform 1.7.3. Platform 1.7.3 is being introduced with server side auto scaling, a one-way secure hash for better login security, feedback option built into Mi Studio, system generation of XML feeds with content similar to portal, performance enhancements and concurrent modification fixes.

- Screen cast device specific auto scaling – The inclusion of support for varying screen sizes and server side scaling does away with the need of creating separate views for each device like an iPhone, Android or Blackberry Bold/Storm.
- Security Update – With Studio login passwords being stored as a one-way secure hash, even users with direct database access will not be able to view customer passwords or impersonate customer logins.
- Addition of feedback option in Mi Studio for easier submission of feedback from within the tool.
- Feed Syndication support – Support of any XML formats including RSS 1.0, RSS 2.0, Atom, NewsML, and customer specific XML formats, to facilitate feed link back to the mobile portal

that can be provided to operators to be included on the deck and power various third party widget platforms.

- Performance enhancements - Key performance optimizations for consistent page times and significantly reduced DOT COM alerts. Support for slave DBs to dramatically reduce overhead for horizontal scale out for services. Separation of page views from image downloads, optimized load balancers, etc. for better page response times. XML configuration storage to allow more portals per DB.
- Service delivery improvements - Support for phased delivery of services to avoid unnecessary regression testing via partial export of changed views.

Concurrent modification fixes – Prevention of concurrent or simultaneous editing via multiple editors during a deploy to avoid issues that earlier required site restoration.