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# Direct Digital Holdings and Green Tea Technology Introduce Teranexa: A Collaborative Joint Venture for AI-Enhanced City Solutions

HOUSTON, March 5, 2025 /PRNewswire/ -- Direct Digital Holdings, Inc. (DRCT) and Green Tea Technology have jointly established Teranexa. This new joint venture aims to assist cities in leveraging AI to enhance operations and improve constituent services. Teranexa offers these AI enablement platforms through its trusted partner network of certified industry leaders like IBM and HPE, as well as others.

Teranexa's platform can unify a city's infrastructure costs by combining hardware, software, and services to address city challenges. This approach allows cities to implement AI solutions while managing interconnected issues affecting growth and livability.

Direct Digital Holdings will contribute its expertise in data monetization and technology solutions, while Green Tea will bring its proficiency in rapid IT project deployment. Together, these contributions are expected to enable Teranexa to provide comprehensive city solutions supported by proven methodologies and experienced teams.

Mark Walker, CEO of Direct Digital Holdings, stated, "As we look to optimize our business in 2025, we see this venture as a potential to improve city operations, making them more efficient and data-driven. Teranexa aims to bring scalable, AI-driven solutions to municipalities."

Mike Little, CEO at Green Tea Technology, added, "Teranexa will provide a Smart City as a Service AI platform for cities to enhance operations and facilitate data-driven decision-making. Our service offers municipalities a foundation for growth and long-term development."

As part of a soft launch, Teranexa will be introduced at an event during SXSW on Friday, March 7th, in Austin, TX. This gathering will allow industry professionals to network and learn about Teranexa's approach to city innovation.

You can request an [invite](#) here.

For more information about Teranexa and its Smart City as a Service AI solution, visit [Teranexa.ai](https://Teranexa.ai).

## About [Teranexa](#)

[Teranexa](#), a joint venture between Direct Digital Holdings (NASDAQ: DRCT) and Green Tea

Technology, provides AI-driven Smart City as a Service solutions that help cities operate more efficiently, serve residents more effectively, and create new revenue streams. Its fully managed platform integrates infrastructure, data intelligence, AI applications, and monetization tools, enabling municipalities to streamline operations, improve services, and unlock new economic opportunities. Teranexa empowers city leaders to address pressing challenges, optimize resources, and build scalable, secure AI infrastructure for communities by transforming raw city data into actionable insights.

### **About Direct Digital Holdings**

Direct Digital Holdings (Nasdaq: DRCT) combines cutting-edge sell-side and buy-side advertising solutions, providing data-driven digital media strategies that enhance reach and performance for brands, agencies, and publishers of all sizes. Our sell-side platform, Colossus SSP, offers curated access to premium, growth-oriented media properties throughout the digital ecosystem. On the buy-side, Orange 142 delivers customized, audience-focused digital marketing and advertising solutions that enable mid-market and enterprise companies to achieve measurable results across a range of platforms, including programmatic, search, social, CTV, and influencer marketing. With extensive expertise in high-growth sectors such as Energy, Healthcare, Travel & Tourism, and Financial Services, our teams deliver performance strategies that connect brands with their ideal audiences.

At Direct Digital Holdings, we prioritize personal relationships by humanizing technology, ensuring each client receives dedicated support and tailored digital marketing solutions regardless of company size. This empowers everyone to thrive by generating billions of monthly impressions across display, CTV, in-app, and emerging media channels through advanced targeting, comprehensive data insights, and cross-platform activation. DDH is "Digital advertising built for everyone."

### **About Green Tea Technology**

Green Tea Technology is a leading IT solutions provider in Austin, Texas. As an accredited HPE Certified GreenLake integration partner, the company is at the forefront of delivering cutting-edge Hybrid cloud solutions tailored to meet the unique needs of businesses, both large and small. Green Tea Technology is committed to innovation and sustainability and is dedicated to architecting robust, scalable, and environmentally-friendly IT infrastructures.



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