

February 17, 2016



Digital Turbine Crosses Technology Boundaries Between Mobile, Internet of Things and Smart TVs

Will Demo New App Delivery and Software Technologies at Mobile World Congress 2016

/PRNewswire/ -- **Mobile World Congress 2016** -- [Digital Turbine, Inc.](#) (Nasdaq: APPS), is launching a new initiative that enables app delivery across new device types. The new cross-screen approach enables subscribers to easily use mobile apps across any device - whether they are smartphones, tablets, wearables, Internet of Things (IoT) or Android TVs leveraging Digital Turbine's Ignite technology.

BARCELONA, Spain, Feb. 17, 2016 With the growing number of mobile devices - half of all American households now owning some sort of connected TV device, and 38 million Android watches shipped last year, applications have become an integral part of consumers' lives serving a range of needs from health tracking to news delivery. Digital Turbine is paving the way for personalized cross-device app distribution.

"As more devices gain connectivity, apps will become the platform by which personalization is achieved," said Bill Stone, CEO of Digital Turbine. "Our Ignite technology is built to easily scale, crossing boundaries across devices and enabling developers and brands to further engage with their customers."

App delivery has primarily been relegated to smartphones via crowded app stores. But now mobile operators, OEMs, and advertisers have access to new screens for app delivery - doubling and tripling the number of served devices and eliminating the hassle of sending users to app stores.

"Our innovation team has created a cross-screen technology that facilitates a seamless, parallel experience for the consumer and enterprise user that has never been done before," said Daphna Steinmetz, Executive Vice President of Technology Strategy and Innovation at Digital Turbine. "We are crossing technology boundaries to meet our clients exactly where they need us - on any of their future device and technology of choice allowing a life filled with the right size of context and connectivity."

Personalized app distribution is very important to user engagement. Additionally, making app delivery simple and seamless so users don't have to go through hours of setup on different devices is crucial for broader use. Digital Turbine's Ignite technology offers multiple

options for mobile operators and OEMs to tailor app delivery and now with this initiative the ability to access many new device types.

The Crossing Boundaries initiative will launch and display at Mobile World Congress 2016, in Apps Hall 8.1 at Booth K11. For more information, visit www.digitalturbine.com.

About Digital Turbine

Digital Turbine works at the convergence of media and mobile communications, delivering end-to-end products and solutions for mobile operators, device OEMs, app advertisers and publishers, that enable efficient user acquisition, app management and monetization opportunities. The company's products include Ignite™, a mobile device management solution with targeted app distribution capabilities, Discover™, a customized user experience and app discovery tool, Marketplace™, an application and content store, and Pay™, a content management and mobile payment solution. Digital Turbine Media encompasses a leading independent user acquisition network as well as an advertiser solution for unique and exclusive carrier inventory. Digital Turbine has delivered more than 130 million app installs for hundreds of advertisers. In addition, more than 31 million customers use Digital Turbine's solutions each month across more than 20 global operators. The company is headquartered in Austin, Texas with global offices in Durham, Berlin, San Francisco, Singapore, Sydney and Tel Aviv. For additional information visit <http://www.digitalturbine.com/> or connect with Digital Turbine on Twitter at [@DigitalTurbine](https://twitter.com/DigitalTurbine).

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