



DOUBLECLICK BRINGS HIGH DEFINITION TO RICH MEDIA ONLINE AD CAMPAIGNS USING LATEST ADOBE TECHNOLOGY

Epson First to Implement HD Video in “Epsonality” Online Display Advertising Campaign

New York – February 27, 2008 – DoubleClick, a premier provider of digital advertising technology and services, today announced a new high-definition (HD) video feature to enable advertisers to create and deliver online ad campaigns with High Definition-quality video in full screen. DoubleClick Rich Media enabled HD Video through support of the latest Adobe® Flash® technology, which improves video performance while decreasing video file sizes for video used in online rich media ad campaigns. Epson is the first company to implement DoubleClick Rich Media with HD Video as part of its whimsical “Epsonality” ad campaign, created by Butler, Shine, Stern & Partners (BSSP).

The new DoubleClick Rich Media HD Video feature with support for Adobe Flash Player 9 makes it possible to launch full screen video in HD quality from within a banner ad unit without degradation of quality or excessive download times. With this feature advertisers can showcase their message in HD Video within a DoubleClick Rich Media campaign.

“While video has proven itself as an effective form of online advertising, advertisers have had to sacrifice video quality to use the medium,” said Ari Paparo, vice president of advertiser solutions at DoubleClick. “This new feature, powered by Adobe Flash technology, gave Epson the ability to showcase their brand in the highest quality available and maximize the effectiveness of rich media ad campaigns with eye-popping video.”

Using DoubleClick Rich Media with HD Video, BSSP created a compelling, customized online rich media display ad campaign for Epson that featured HD video experiences – ideally suited to showcase Epson’s unique color printer capabilities. HD Video gave BSSP the ability to fully communicate Epson’s brand message online and deliver that spark of originality that makes each Epson user and printer unique.

“Throughout this campaign, we aimed to present Epson printers with a human touch and personality. DoubleClick Rich Media with HD Video was exactly the type of solution that helped us achieve our goal,” said Jordan Kretchmer, associate creative director at BSSP. “HD Video lets us deliver our creative in a way that reflects the high quality of Epson products. Consumers aren’t used to seeing such pristine video online, so we expect the new HD technology to capture peoples’ attention like a standard video unit never could.”

“By using innovative new technologies and standards, DoubleClick’s new HD video feature enables advertisers to redefine the video viewing experience by creating high quality online advertisements,” said Jim Guerard, vice president for Dynamic Media at Adobe. We’re pleased that DoubleClick continues to choose Adobe Flash technology to accelerate the next generation of rich media advertising on the Internet.”

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DoubleClick Brings High Definition to Rich Media Online Ad Campaigns

We're extremely excited to work with DoubleClick to push the limits on rich media advertising technology. The Flash player's support for H.264 video will change the way consumers think of online video" said Jim Guerard, Vice President of the Dynamic Media Organization at Adobe.

The campaign will run through 2008 and is featured in DoubleClick's creative gallery. To view the latest Epson Rich Media display ad, please visit:
<http://www.dartmotif.com/gallery/examples/epson-with-hd-video.asp>.

For more information about DoubleClick Rich Media with HD Video, please visit:
<http://www.doubleclick.com/products/richmedia/hdvideo.aspx>.

About DoubleClick Inc.

DoubleClick is a premier provider of digital marketing technology and services. The world's top marketers, publishers and agencies utilize DoubleClick's expertise in ad serving, rich media, video, mobile, search and affiliate marketing to help them make the most of the digital medium. From its position at the nerve center of digital marketing, DoubleClick provides superior insights and insider knowledge to its customers. Headquartered in New York, and with 17 offices and development hubs and 14 data centers worldwide, the company employs more than 1,300 people and delivers billions of digital communications every day. Learn more at www.doubleclick.com.

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