

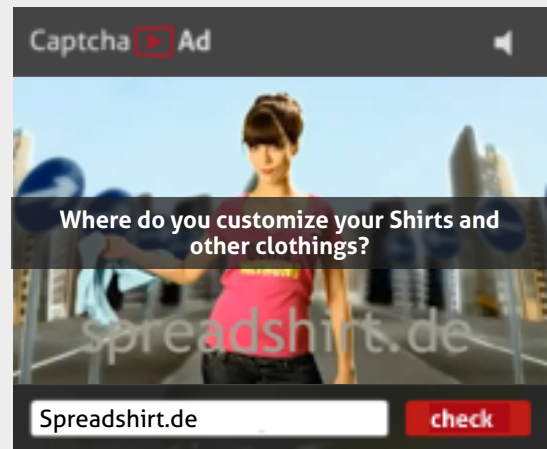
## The Company

The CaptchaAd GmbH is a specialised marketer for interactive video advertising.

Right from the beginning, CaptchaAd was the first provider worldwide to combine conventional CAPTCHAs with high-quality video advertising. Due to an increasing demand for smarter advertising formats, CaptchaAd GmbH has developed an interactive advertising format that can be used independently from CAPTCHAs.

CaptchaAds can be integrated into processes where the users are already accustomed to interact. Thus this advertising format can be used both for security and for content monetisation.

The interaction with the advertising results in an extreme increase in effectiveness of the advertising message compared to other online advertising formats, and verifiably guarantees user awareness of the advertising message.



Commercial Spreadshirt.de 2012

As an innovative company, we work continuously on the further development of our portfolio, without losing sight of our core competence: creating value for the user, the publisher and the advertiser by offering an efficient advertising format.

## Business Model

CaptchaAd offers advertisers a completely novel opportunity to perform brand and product communication efficiently and measurably. For website operators, CaptchaAd offers an additional way to generate revenue.

In this way CaptchaAd monetises further opportunities for interaction in a wide range of domains and creates marketable video reach without requiring the publisher to produce video content.

CaptchaAd has filed a patent application in the most important industrialized countries (including the USA, Europe and Asia).

## What is a CaptchaAd?

CaptchaAd is an advertising format that either combines SPAM protection (CAPTCHA) with a video clip, or integrates these interactive video clips appropriately into other processes. At these points, we show a short video-commercial and ask a question on the content of the video.

The example upper right shows how a campaign of the customized clothing manufacturer "Spreadshirt" could look. In the input field below the video, the user has to enter the answer »Spreadshirt.de« to the displayed question. Different spellings, including the expected typing errors, can be entered as a correct answer. It is also possible to realise various different question-and-answer possibilities within one campaign.

## CaptchaAd...

- ... is innovative, interactive Online Video Advertising
- ... guarantees 100% contact with the advertisement and user interaction
- ... is ideal for product launches, branding, brand and product communication.
- ... ensures that your advertising message comes across to the user.
- ... creates marketable video reaches without the need for the publisher to produce video content.
- ... is an innovative application and a way of financing Internet advertising which is free of charge and yet includes expensive online content.

## CaptchaAd for Publishers

- ▶ Significantly improved usability and acceptance through faster and easier to solve CAPTCHAs
- ▶ Improved safety through effective SPAM protection
- ▶ Additional moving image advertising space to create much larger inventory and marketing potential for video advertising.
- ▶ Micropayment in cents
- ▶ Innovative interactive video advertising and interactive dialogue with the user
- ▶ Allows the highest revenues for the publisher
- ▶ Ideally complements the portfolio of advertising and increased sales

## Integration

For quick and easy installation CaptchaAd has developed integration packages and plug-ins for all popular programming languages.

Integration packages are available for

▶ PHP

▶ Java

and plug-ins for

▶ Wordpress

▶ Typo3

ready for easy integration.

## Formats

- ▶ **Standard »** 300 x 250 pixels
- ▶ **XL-Player »** 600 x 400 pixels
- ▶ **Auto-SkipPlayer »** both formats

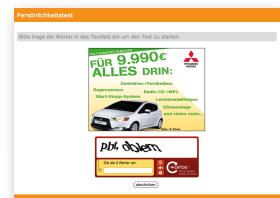
## Advertising impact study by the Fresenius University of Applied Sciences and

In the study, a modern advertisement (Medium rectangle) was compared with a CaptchaAd.

### Setup:



CaptchaAd

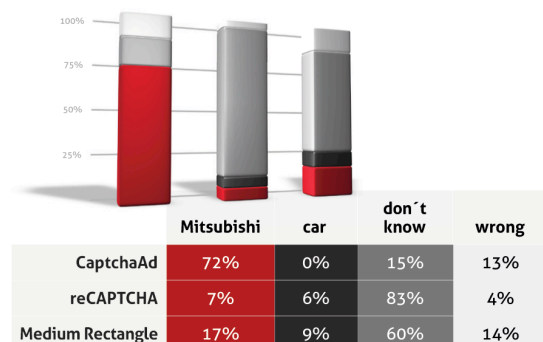


Medium Rectangle (11 seconds Streaming) combined with a reCAPTCHA

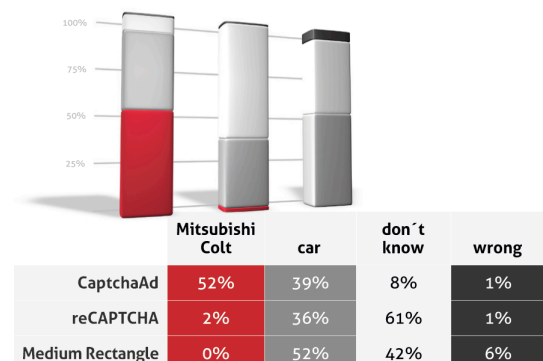


Medium Rectangle (11 seconds Streaming)

**Question:** Which brand did the commercial deal with?



**Question:** Which product did the commercial deal with?



### Conclusion:

CaptchaAd is the effective advertisement for brand and product communication and can make the success of branding campaigns measurable