

tyBit Launches Web's First Ad Server Appliance !

tyBit (www.tyBit.com) recently launched the industry's first time ever "Ad Server Appliance" at affordable prices for publishers of any size. "We combined 14 years of web hosting experience from tyBit's sister company AIT (www.AIT.com) with our patented ad serving platform that allows publishers to serve relevant PPC advertising as well as display banner and text ads across their websites, and retain complete control," said Clarence Briggs, CEO of tyBit. "There are server appliances for spam, firewalls, search and security. However, this is the first time anyone has put an ad serving platform in a box for clients. If the content of a publisher's website changes, the appliance automatically adjusts and serves IAB compliant ads that are relevant to that content into zones created by the publisher."

The tyBit Ad Server is the quintessential ad delivery server appliance. You can think of it as more of a web site monetization tool or a service rather than just a piece of hardware. A server appliance is a specialized computer that works as a server. It is designed so the end user does not need to understand the details of the operating system, software or commands associated with it. Server appliances have their hardware and software preconfigured by the manufacturer. Under the hood of the Ad Server Appliance is tyBit's Ad Parity software using the Linux Operating System and Apache Web Server. The appliance is plugged into an existing network and is turned on by the end user. The user selects the options to be active, through a simple user interface, and the appliance then boots to an active state, which is usable within minutes. The units are designed to be very easy to operate yet deliver rich media advertising including text, banner and video ads to any website. "tyBit has delivered an online advertising network that gives my advertisers the choice to target ads online, matching keywords to the content in our newspaper," said Todd Smith, Publisher for the daily newspaper - The Caledonian Record.

Briggs indicates that all the other solutions on the market require publishers to sign up with a search engine or ad network that in turn serve ads across their websites. "The problem for publishers is simple," said Briggs. "There are too many middle men cutting into the publishers' revenues. With the tyBit Ad Server Appliance, publishers can sell directly to advertisers and manage their campaigns or allow the advertiser to manage their own campaign," said Briggs. Company officials said they designed the server appliance after many months of research focusing on existing publishers' needs with respect to online advertising. "I was stunned by the results that I could see not only on the tyBit.com ad management control panel, but my own analytics which confirmed that tyBit.com had delivered unique and qualified traffic," said tyBit Advertiser, Randy Roman of Jacksonville Florida. To see a live demo of the appliance visit <http://www.tybit.com/adparity>.

According to Briggs, there are 3 server appliances starting at \$5,000. Company officials indicate leasing is available. "If you think about this in leasing terms the monthly cost is as low as \$300 a month for your own ad platform," said Briggs. Just sell one or two banner or video ads and it pays for itself. The rest is margin and cash flow." tyBit is currently working with the NNA or National Newspaper Association to make the new appliance available to its members. The Ad Server Appliance comes with a FREE no-risk try-buy. "We are so confident that we allow publisher to use it for free so they can gain confidence in the appliance," said Briggs.

tyBit officials indicate that with the new Ad Server Appliance, any publisher such as newspapers, magazines, portals and service providers can monetize their own content and customer eyeballs. Even social networks are adopting the appliance as a way to maximize their advertising ROI and protect prying eyes from would-be competitors, and invasive third party ad serving solutions. "We partnered with tyBit because they provide the quickest and most relevant search you can find on the Web," said Bill Noonan - CEO of myContactCard.com & Oracle Co-founder.

tyBit® is affiliated with AIT (www.AIT.com) a web hosting and domain registration company that has achieved 12 straight years of sustained profitability and has generated \$100s of millions in revenue while creating a profound economic influence on its surrounding community. AIT has been named 2 times to the Inc. 500 list of fast growing firms, 3 times to the Deloitte & Touche Fast 500 list, and has been previously named as the NC Entrepreneur Firm of the Year.

Source: tyBit, Inc. (www.tyBit.com)

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