



Adobe & Ad Ops

Introducing Project Adthenticate

Validate your online ad units and ad tags against specs

Improve your efficiency, predictability, and profitability



Visit Adobe's exhibit at IAB Ad Operations Summit and enter to win **Adobe® Photoshop® CS5**

Project Adthenticate from Adobe

- ▶ **More thorough QA in less time:** Automatically validate ads against custom specifications, enabling more complete testing in less time and with fewer resources. Reduce costs and improve predictability of schedules.
- ▶ **Increased fill rates and yield:** Have more campaigns ready to fill inventory with predictable deadlines and maximizing yield.
- ▶ **Reduced risk:** Lower exposure to malvertising via static and dynamic analysis of ad code. Use Adthenticate to reduce errors and make-goods.
- ▶ **Improved quality of life:** Experience fewer late night and weekend fire drills. Streamline the trafficking process and reduce QA churn.

Learn more and try out Adthenticate at adobe.com/go/adops.



AdobeAndAdOps



AdobeAndAdOps

Adobe, the Adobe logo, and Photoshop are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2011 Adobe Systems Incorporated. All rights reserved. Printed in the USA.