
EXTREME REACH LAUNCHES MOBILE APP FOR AD PROS



Extreme Reach, a provider of digital video advertising solutions, has launched what is calls the ad industry's first mobile application. Dubbed 'Extreme Reach Anywhere,' the application allows users to review video commercials and receive up-to-the-minute information as ads are completed, available, quality-tested and distributed, the company said in a press release.

"The remote monitoring and management capabilities of our new mobile application make it possible for users to execute campaigns with greater efficiency and agility. We're very pleased that the app also enables greater flexibility and balance in the personal lives of our clients," said John Roland, CEO of Extreme Reach. The Extreme Reach Anywhere iPhone app is currently available to Extreme Reach clients at no charge. Specific functions of Extreme Reach Anywhere include the immediate review of new video ads as they are completed in post-production and real-time monitoring of the delivery status of each commercial to the media. Extreme Reach is headquartered in Needham, Ma. and has offices in New York, Chicago, Los Angeles and Louisville.

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