BUZZCITY RELEASES AD-BASED SDK FOR ANDROID DEVELOPERS

BuzzCity, a mobile media company, have a new offering for Android software developers: a software development kit that will support putting ads into games. BuzzCity is already a hub for advertisers, with an astounding 4.5 billion advertisements each month. Advertisers can purchase mobile ad inventory directly from BuzzCity. Dr. KF Lai, the CEO of BuzzCity, said, "Android is well positioned to power a large number and variety of connected devices in the near future. It is the only non-propietary operating system that allows both developers and handset manufacturers to rapidly develop the user interface for new applications – and we believe that this gives it a greater chance of wider commercial adoption." Nokia, Samsung, and Sony Ericsson are among the most used handsets on the BuzzCity system. Samsung and Sony Ericsson each have 11 or more Android-based handsets.

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