
NEW TRON FLICK TO BE PROMOTED VIA IPAD



The new Tron flick will mark Apple Inc.'s mobil-ad network's expansion onto the iPad. An ad for the new Walt Disney film will appear within some applications and will act as a preview of what's to come as far as the iPad's advertising network. Spokesman for Apple, Tom Neumayr, said, "Disney and Apple are excited to debut the 'Tron Legacy' iAd today as a special preview of iAd for iPad." Apple revealed iAd in July for the iPhone and iPod Touch platforms. Companies already using iAd include Nissan, Unilever NV, JC Penny, Best Buy, AT&T and Geico. Probably not coincidentally, Steve Jobs is Disney's biggest shareholder and a member of the company's board.

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