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# Digital Turbine Expands Ignite™ Platform Capabilities

## Ignite 3.0 Improves the User Experience By Reducing End Customer Friction

AUSTIN, Texas, Feb. 22, 2017 /PRNewswire/ --[Digital Turbine, Inc.](#) (Nasdaq: APPS), the leader in mobile app delivery, today announced the expansion of its market-leading app delivery and discovery platform, Ignite™. [Ignite 3.0](#) reflects a step-change in app delivery and discovery introducing new features that reduce end customer friction and thereby improve the overall user experience. Features of Ignite 3.0 include 1) Ignite Delivers – one-click delivery to an app using a proprietary url; 2) Smartfolders – organization and contextual app recommendations; and 3) Pay integration – convenient single-click payment options.

"These new features raise the bar on app delivery and represent a new frictionless channel for app delivery. Customers want convenience and control and that's what Ignite 3.0 delivers," said Bill Stone, CEO of Digital Turbine. "We are actively investing in the research, development and evolution of our products based on customer and partner feedback. There is a great deal of interest in these new features, with featured deployments already scheduled with large mobile operators. Advertisers and agencies are eager to find new app distribution channels beyond crowded stores and legacy methods."

"I'm very excited to introduce our Ignite Delivers feature," said Harris Thurmond, VP of Product for Digital Turbine. "Similar to the way publishers can link apps on Google Play, our new Ignite Delivers feature enables direct app access using a proprietary url for a better, frictionless end user experience. Reducing app install friction not only improves the customer's experience, it also increases conversion rates making it a win-win for advertisers and end users alike."

For more information and to view a demonstration of Ignite 3.0, visit Digital Turbine at Mobile World Congress, February 27 – March 2, in Barcelona, Spain – Apps. Hall 8.1 Booth #G41 or [click here to request a meeting](#).

## Evolution of Ignite Platform

<b>Ignite 1.0</b> Ignite 1.0 set a new standard for app delivery and device monetization. Legacy preloads often took months and delivered outdated, apps that users couldn't remove. With Ignite, operators saved time, cost and improved the customer experience by delivering the latest apps.	<b>Ignite 2.0</b> Building upon the original Ignite foundation, Ignite 2.0 introduced increased functionality via new delivery methods for the operator. Features included a startup wizard, SDK, and the ability to integrate with external systems – ultimately providing operators more options, and more flexibility.	<b>Ignite 3.0</b> Focused on improving the customer experience, Ignite 3.0 reflects a step-change in app delivery and discovery. Ignite Delivers is an innovative way to provide users frictionless access to the hottest apps. New integrable pay options enable simple one-click payments and folders optimize app discovery and recommendation through a relevant, contextual approach.
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## About Digital Turbine

Digital Turbine works at the convergence of media and mobile communications, delivering end-to-end products and solutions for mobile operators, device OEMs, app advertisers and publishers, that enable efficient user acquisition, app management and monetization opportunities. The company's products include Ignite™, a mobile device management solution with targeted app distribution capabilities, Marketplace™, an application and content store, and Pay™, a content management and mobile payment solution. Digital Turbine Media encompasses a leading independent user acquisition network as well as an advertiser solution for unique and exclusive carrier inventory. Digital Turbine has delivered more than 150 million app installs for hundreds of advertisers. In addition, more than 31 million customers use Digital Turbine's solutions each month across more than 30 global operators. The company is headquartered in Austin, Texas with global offices in Durham, Berlin, San Francisco, Singapore, Sydney and Tel Aviv. For additional information visit <http://www.digitalturbine.com/> or connect with Digital Turbine on Twitter, [@DigitalTurbine](https://twitter.com/DigitalTurbine).

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