

January 21, 2016



Digital Turbine Adds New App Delivery Features and Functionality with Release of Ignite™ 2.0

Leading Global Platform Puts End Users First by Singling Out Convenience and Choice

AUSTIN, Texas, Jan. 21, 2016 /PRNewswire/ -- [Digital Turbine, Inc.](#) (Nasdaq: APPS), a global mobile software company working to deliver the right app to the right person at the right time, today announced the availability of Ignite™ 2.0, an enhanced version of the company's dynamic app delivery platform. [Ignite 2.0](#) features new tools that enable mobile operators and original equipment manufacturers (OEMs) to efficiently manage and monetize content opportunities.

The Ignite platform features a variety of new features and functionality including a set-up process 'wizard' for greater end-user engagement, and improvements to both performance and security. In addition, Digital Turbine's newly launched Ignite software-development-kit (SDK) allows developers to integrate Ignite capabilities inside other applications.

"We are actively investing in the research, development and evolution of our products based on customer feedback, which has resulted in Ignite 2.0," said Bill Stone, CEO of Digital Turbine. "There is a great deal of interest in its new features, especially in its set-up wizard, with deployments already scheduled with large mobile operators."

Ignite is a complete application management solution that enables mobile operators to efficiently streamline app delivery. For example, when an end user customer activates their new smartphone, they can select which apps to download from a carefully curated list as part of the set-up process, saving time and effort.

"With our partners' feedback, we have developed a targeted set of features that benefits mobile operators, OEMs and end-users alike," said Harris Thurmond, VP of Product for Digital Turbine. "End users want convenience and choice, and that's what we are giving them. Mobile operators also want choice and flexibility, and Ignite's new SDK feature is a great example of how an operator can easily integrate our powerful app delivery solution into their platform."

Ignite 2.0 increases monetization opportunities for operators with new folder capabilities that enable scalable growth. This makes it easy for customers to find the apps they want and create a better user experience that is core to the company's mission of delivering the right app, at the right time, to the right customer all around the world.

About Ignite

Ignite 2.0 is the latest application management solution by Digital Turbine that enables mobile operators and OEMs to efficiently manage and monetize content opportunities. Ignite 2.0 is highly flexible, featuring a startup wizard with a choice of applications and recommendations. Advanced statistic capabilities provide information to better understand user preferences and enable performance-based campaigns (CPI models).

Ignite 2.0 features include:

- Startup wizard
- New reporting portal
- Ignite as SDK
- Integrated application serving technology including CRM integration
- Folders and shortcuts by device
- Ability to integrate with external systems
- 64-bit device support

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, Discover™, a customized user experience and app discovery tool, 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 130 million app installs for hundreds of advertisers. In addition, more than 31 million customers use Digital Turbine's solutions each month across more than 20 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 at [@DigitalTurbine](https://twitter.com/DigitalTurbine).

Follow Digital Turbine

[Twitter](#)

[Facebook](#)

[Linkedin](#)

For more information, contact:

Fusion Public Relations

dt@fusionpr.com

Investor relations contact:

Carolyn Capaccio/Sanjay M. Hurry

LHA

(212) 838-3777

digitalturbine@lhai.com



Logo - <https://photos.prnewswire.com/prnh/20150116/169744LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/digital-turbine-adds-new-app-delivery-features-and-functionality-with-release-of-ignite-20-300207642.html>

SOURCE Digital Turbine, Inc.