

August 20, 2018



Intex Launches New Smartphones with Digital Turbine

Top 5 Indian Smartphone Brand to Deploy Digital Turbine's Mobile Delivery Platform

AUSTIN, Texas, Aug. 20, 2018 /PRNewswire/ -- [Digital Turbine, Inc.](#) (Nasdaq: APPS), Digital Turbine, the #1 mobile platform connecting operators and OEMs with mobile advertisers has today announced a multi-year agreement with Intex Technologies (India) Ltd., a leading mobile and consumer electronics company in India. Intex Technologies has launched Digital Turbine's Mobile Delivery Platform across select mobile devices to improve app discovery and engagement for their end users.

The number of smartphone users in India is expected to grow by 15.6% to reach 337 million in 2018 — the highest estimated growth rate posted by any country, according to the [latest forecast](#) by eMarketer. The reports suggest that more than a quarter of India's population will be using smartphones by the end of this year.

"The market in India will continue to rapidly expand as an increased number of feature-rich, affordable smartphones are introduced to the market," said Bill Stone, CEO of Digital Turbine. "We are excited to partner with Intex to improve app delivery and discovery for end customers. Our Mobile Delivery Platform transforms how customers find and engage with top apps. By providing targeted app recommendations and frictionless app installs, a more engaging and relevant user experience is created."

"The frequency of mobile usage in India is growing rapidly with the increasing sales of mobile handsets. As a result customers are spending more time than ever on their devices; downloading more apps, listening to music, playing games and shopping at higher rates than ever," said Nitin Goel, Head, Digital Services, Intex Technologies (India) Ltd. "We continuously aim to provide our customers an exceptional value and also cater to delivering a feature-rich experience with relevant app recommendations which is an important component in building user interface. Digital Turbine's Mobile Delivery Platform enables us to efficiently deliver relevant app recommendations, saving our company's time and resources."

Digital Turbine Mobile Delivery platform is a complete end-to-end solution that begins with device activation, and spans the life of the device so that users can easily discover and engage with new applications.

For more information, visit www.digitalturbine.com.

About Intex Technologies

About Intex Technologies (India) Ltd.: A diversified technology firm with 6000+ employees, Intex Technologies has been in the business of mobile handsets, consumer durables and IT products since the last two decades. Intex Technologies is well entrenched in the country's geography via a network comprising 1600+ distributors and 80,000+ dealers, besides a presence in organized retail chains and e-commerce sites. Intex Technologies' 1500+ service centres across India cater to even the remotest consumer of the country. The company has state-of-the-art manufacturing facilities in India and Research and Development activities in India & China, which enable the company to be a pioneer of technology across categories of business. For more info, please visit - www.intex.in

About Digital Turbine

Digital Turbine works at the convergence of media and mobile communications, connecting top mobile operators, OEMs and publishers with app developers and advertisers worldwide. Its comprehensive **Mobile Delivery Platform** powers frictionless user acquisition and engagement, operational efficiency and monetization opportunities. Digital Turbine's technology platform has been adopted by more than 30 mobile operators and OEMs worldwide, and has delivered more than one billion app preloads for tens of thousands advertising campaigns. The company is headquartered in Austin, Texas, with global offices in Durham, Mumbai, San Francisco, Singapore, Sydney and Tel Aviv. For additional information visit www.digitalturbine.com.

Follow Digital Turbine:

Twitter: <https://twitter.com/DigitalTurbine>

Facebook: <https://www.facebook.com/DigitalTurbineInc>

LinkedIn: <https://www.linkedin.com/company/digital-turbine?trk=tyah&trkInfo=tas:digital+tur>

Digital Turbine Investor relations contact:

Brian Bartholomew

brian.bartholomew@digitalturbine.com



View original content with multimedia <http://www.prnewswire.com/news-releases/intex-launches-new-smartphones-with-digital-turbine-300699221.html>

SOURCE Digital Turbine, Inc.