

For Immediate Release

## **Loop Analytics to Unveil Mobile Audience and Content Analytics Platform at ARF Re:Think 2010 Trade Show in New York March 22-24<sup>th</sup>**

OLDSMAR, Fla. (PRWEB)—Loop Analytics today announced the introduction of Telepathy, their new mobile audience and content analytics and research platform, as part of sponsorship and exhibit participation at Re:Think 2010: The ARF 56th Annual Convention + Expo at the Marriott Marquis, New York City, March 22-24, 2010.

Re:Think is the research forum of the year where the latest indispensable knowledge driving advertising and marketing is discovered, explored and challenged. The event draws top tier Fortune 500 global decision-makers from every sector in the industry – advertisers, agencies, media, research, interactive shops and academics – all under one roof.

"The third screen is becoming consumers preferred method of accessing digital content versus the personal computer," said Edward Hunter, CIO of Loop Analytics. "Publishers, advertisers and content creators in general face hurdles and tremendous opportunities when extending or creating digital brands to mobile. Our platform has the power to ease and enable this transition with more than just analytics or ads. It's components form an ecosystem that work in concert with each other and can integrate data from other media channels."

Sponsors of the Re:Think mobile charging stations, located in showcase room 2, Loop Analytics team members will be on hand demonstrating and discussing key components of their platform:

- Easy Platform Integration
- Extensive Support for Mobile Platforms
- Analytics Reporting
- Alerting and Notifications
- Ad Serving Capabilities
- Full Featured Survey Study Platform
- Cross-Channel Audience Analytics
- Customized App Development for Brands
- Establishing Third Party Research Connections
- Data Ecosystem
- Future iPad App Feature Engagement Measurement Capabilities

Further details of the Telepathy platform will be disclosed in the coming months, as Loop Analytics has filed several patents on several components that make up the platform. The platform runs in cloud services to ensure 100% availability and allows endless scalability to support the company's growth.



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### **About Loop Analytics**

Loop Analytics is headquartered outside of Tampa, Florida and was formed by veterans from the mobile application, video game, analytics and digital media research disciplines. Please visit us at Re:think 2010 to learn more about Loop Analytics or visit our web site at [www.loopanalytics.com](http://www.loopanalytics.com).

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