



## **Convergent Mobile, Inc.**

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## **Convergent acquires AdHoc Mobile.**

**Sonoma, CA (PRWeb) March 8, 2008** – Convergent has closed the acquisition of AdHoc Mobile. Adhoc mobile provides a mobile advertising technology platform and marketplace which delivers maximum ROI through our intelligent, runtime aware, ad matching solution.

The platform enables content publishers to serve dynamic, relevant, click-based ads across a variety of mobile platforms, including WAP, J2ME, BREW, FlashLite, Symbian, Windows Mobile, and more.

The white label offering provides partners the ability to manage their own ad ecosystem and leverage their existing advertisers and content. In addition to a web interface, we offer programmatic access to ad serving, ad management, content management and reporting functionality through a series of web service APIs.

Convergent will integrate the mobile web platform with its SMS-based platform giving it a complete suite of mobile applications and services.

For more information please visit the company's website: [www.convergentmobile.com](http://www.convergentmobile.com).