# Vicinity Media launches mobile banners containing Dynamic Distance Window

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*Vicinity Media, Africa's first true location-based mobile ad network, has released a revolutionary new feature - **the in-banner distance window**. This mobile pop-up banner reveals the actual distance from the user's location to the advertised offer. Consumers will now finally be able to distinguish between real, relevant location messaging and ordinary mobile display.*
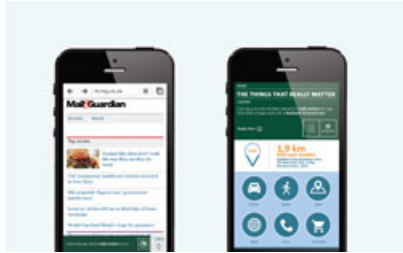
click to enlarge

Vicinity's technology geo-locates the user and then dynamically creates a distance banner that is published in a window on the right of the banner artwork. To allow for this Vicinity has created customised banner specs (based on IAB standards) that allow for the distance to be displayed.

The distance window is the result of 12 months of development and planning and is the key feature of Vicinity Media's new production platform that also features a redesigned, more user-friendly landing page.

Vicinity Media CEO Daryl van Arkel comments, *"The distance window is a game-changer for location-based mobile advertising. We plan to use this technology to increase relevance and performance across our own premium network and as well as deploying it across the continent and other developing territories with various partners."*

V I C I N I T Y

Vicinity Media is a premium mobile advertising network that offers true proximity targeting to advertisers. Vicinity harnesses best-of-breed technology and location expertise to deliver street-level location targeting and drive mobile users into advertiser locations. Vicinity targets users further based on search term, handset type, time of day or day of the week, ramping up the relevance of mobile campaigns to never before achieved levels. Vicinity Media is bringing a Relevance Revolution to mobile.

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