



**KARP** (Kineton Announcement Real-Time Platform) allows to manage announcement campaigns in the simplest possible way, guaranteeing real-time viewing of the creative produced.

With the platform, it is possible to activate classic targeted advertising and enable self-promotions. KARP allows to manage multiple channels for each customer, in order to run separate campaigns for each channel owned.

Additionally, it is possible to customize the campaign by applying predefined filters (device brand, geographic location, etc.) or by creating your own to tailor the solution to your needs.

## A STEP BEYOND THE ADVERTISING.



SCAN HERE



## MAIN FEATURES



DVB-T2/S2/S2x and HbbTV 1.0/1.5/2.0.x supported.



Four types of creative to unleash your own creativity.



A drag and drop system to resize and position your assets.



More than an ADV, a tool to enhance user interactions.



One platform to create, schedule and monitor campaigns.