

Internet ad firm is most promising startup

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An Israeli company that places advertisements in interactive Internet games has been named the most promising startup of 2006.

The company, Double Fusion, won the award at an Internet convention sponsored by the Israeli business magazine TheMarker. The prize includes a trip to Redmond, Wash., for founder Guy Bendov to present the technology at Microsoft, according to TheMarker's report.

The Microsoft representatives may then invite Double Fusion to integrate its technology into Microsoft software. The Israeli company is particularly interested in applying its technology to Microsoft's Xbox video-game system, according to the report.

"We are very proud and appreciate the judges' decision," said Hillel Rom, Double Fusion's chief technology officer and co-founder, via the report.

"Now we have to go work hard to meet expectations."

Bendov expects the company to become a central player in advertising in digital media within five years, especially in rich media such as Internet Protocol television and mobile media, the magazine said.

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