

Apple buying mobile ad company Quattro Wireless

January 5 2010



In this July 21, 2009 file photo, a customer displays an Apple iPhone 3GS at an Apple store in Palo Alto, Calif. Apple on Tuesday, Jan. 5, 2010 said it is buying the mobile advertising company Quattro Wireless. It's a bet on the future of cell phone ads and steps up competition with rival Silicon Valley powerhouse Google. (AP Photo/Paul Sakuma, File)

(AP) -- Apple is buying the mobile advertising company Quattro Wireless. It's a bet on the future of cell phone ads and steps up competition with rival Silicon Valley powerhouse Google.

Financial details have not been released.

[Apple](#) Inc. already has a strong edge in the high-end cell phone market with its [iPhone](#). Quattro sells the ads that appear on the device and other

smart phones.

That market is still relatively small, but some forecasters expect big growth as consumers switch to phones with Web browsing and other advanced features.

Among others looking to tap that market is Google Inc., which is seeking to expand its dominance in online ads with the \$750 million acquisition of rival mobile ad network AdMob. [Google](#) is expected to announce its own phone on Tuesday.

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Citation: Apple buying mobile ad company Quattro Wireless (2010, January 5) retrieved 19 April 2024 from <https://phys.org/news/2010-01-apple-mobile-ad-company-quattro.html>

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