

# Apple shuts Quattro to focus on iAd mobile ad platform

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Apple CEO Steve Jobs announces iAd, part of the iPhone OS4 software, during an Apple special event April 2010 in Cupertino, California. Apple on Friday confirmed it is shutting recently-acquired Quattro Wireless mobile advertising service to focus on its new iAd platform that targets only the iconic firm's devices.

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"iAd is helping advertisers reach millions of iPhone and iPod touch users with dynamic, engaging ads right in their favorite apps, and is creating a new revenue stream for developers," Apple said in an email response to an AFP inquiry.

"Advertisers and developers have seen dramatic results since the network launched July 1, and starting next month we're going to focus all of our resources on the iAd advertising platform."

Quattro customers have been sent notice that the service will be shut down at the end of the month in an Apple shift to iAd.

While Quattro delivered mobile advertising to all types of Internet-linked mobile phones, including those running on Google-backed Android software, the iAd platform exclusively targets Apple gadgets such as the [iPhone](#) and [iPad](#).

Apple bought Quattro in January in a deal unofficially valued at 275 million dollars (US).

The acquisition was seen as part of a battle between Apple and Google in the fast-growing and lucrative mobile telephone market.

Late last year, [Google](#) bought Quattro rival AdMob for 750 million dollars and on the same day that the Internet powerhouse threw down the gauntlet to Apple by unveiling its own [smartphone](#), the Nexus One.

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