

About Android and *androidmeup*

Since its introduction in 2008 as a mobile platform, Android has seen an explosion of growth over the last three years. In Jan 2011, Android officially overtook both Apple and Blackberry for the first time and captured the number one position in market share in the US smartphone platform with a market share of 31.2%. With a huge mobile consumer base of 233 million as of 2010, the China mobile market is poised to take over US as the largest mobile consumer market in the world. Against this background, it was reported in Dec 2010 that 50% of all new smartphones sold in China are running Android as their mobile platform currently.

With its strong presence in both the US, China and Japan market, it is widely believed that Android will be the dominant platform in the global mobile market within the next couple of years.

To tap into the huge potential of Android, *androidmeup* is setup as a content information website to provide coverage on Android-specific news. *androidmeup* also provides comparisons and reviews of the latest Android smartphones, as well as popular and useful Android apps, to our readers. Our target audiences are mobile users who wish to stay updated on the latest Android developments and existing Android users who are interested to know more about Android smartphones and the latest Android apps.

Why Advertise with *androidmeup*?

As of July 2011, we are getting more than forty thousand unique visitors to *androidmeup* with forty thousand impressions and receiving over one million hits every month. Within 6 months, we have also gathered a Facebook fan base of over 8000 fans. This figure is continuing to grow at an increasing rate every day.

Advertising with AMU is an efficient and effective way to reach the Android community. Being a young startup, we would like to offer our valued partners cost-effective advertising solution to reach their targeted market segment.

AMU Company Profile

The AMU project was initiated by a group of like-minded individuals who saw potential amassing within Android. They were certain it was only a matter of time before its popularity would burst forth into a flood of apps as savvy developers hope to secure a slice of the Android pie – still growing at a rapid pace.

AMU's founders have drawn up the blueprints of an interdependent structure – the [AMU Ecosystem](#) – consisting of three distinct divisions.

- [AMU Community](#)
AMU's informative floor bearing the latest news, reviews and updates on Android developments, phone releases, price plans and applications.
- [AMU Academy](#)
A training institution dedicated to the cultivation of talent and skill in Android app development, offering credible certification through its personalised syllabus scheme.
- [AMU Workplace](#)
A base harbour for all Android app developers, providing invaluable business expertise, resources and networking opportunities for corporations to forge deals with highly qualified app developers who have met our stringent selection criteria.

Rate Chart for *androidmeup.com*

Format	Size (Pixel)	Rate	Remarks	Pages
Leaderboard	728 x 90	\$15 cpm	Runs randomly across website	Homepage and article pages
Rectangle	336 x 280	\$15 cpm	Runs randomly across website	Homepage and article pages
Full banner	630 x 90	\$12 cpm	Runs randomly across website	Homepage and article pages
Button Ad	160 x 90	\$6 cpm	Runs randomly across website	Homepage and article pages
Skyscraper	160 x 600	\$10 cpm	Runs randomly across articles	Article pages
Featured Article/Review	630 x 280	\$500/week	Exclusive article page	Homepage (slideshow)

Charges for Creative Development

Format	Rate
Leaderboard	\$300
Rectangle	\$300
Full Banner	\$300
Button Ad	\$150
Skyscraper	\$300
Animated Gif Banner	from \$500

Homepage

Leaderboard (728 x 90)

Featured
(630 x 280)

Rectangle
(336 x 280)

Full Banner
(630 x 90)

Button Ad
(160 x 90)

The image shows a screenshot of the AMU homepage with several ad placements highlighted by red boxes and blue arrows. At the top, a blue navigation bar contains the AMU logo and the tagline "your one-stop resource for anything Android!". Below the navigation bar is a search bar and a menu with categories: HOME, NEWS, GADGETS, DEALS, REVIEWS, and COOLART. The main content area is divided into several sections:

- Featured (630 x 280):** A large image of a red Qosmio laptop with a "Sample Article" overlay.
- Rectangle (336 x 280):** A dark blue banner for "Beautiful Custom Banner Ads" by elegantbanners, featuring a "100% Awesomeness Guaranteed" claim and a "Get Yours Now" button.
- LATEST NEWS:** A list of news items with dates and titles, such as "It's Here! Android 3.2 Honeycomb is Official" and "Android Tops Eight Smartphone Markets".
- COOL ART:** A section with a white background and the text "COOL ART".
- Full Banner (630 x 90):** A red banner at the bottom of the main content area with the text "THE REVOLUTION IS HERE. WITH GOOGLE APPS BUILT-IN." and an image of a Google Nexus phone.
- Button Ad (160 x 90):** A small button ad for "WP NOW" with the text "Stunning WP themes as low as" and a "Subscribe" button.

At the bottom of the page, there is a "Find us on Facebook" section with a "Like" button and a list of user avatars. To the right, there are links for "RSS", "Newsletters", "Facebook", and "Twitter". A "SIGN UP FOR OUR NEWSLETTER" form is also present, with fields for "Name" and "E-mail" and a "Subscribe" button. At the very bottom, there is a "DOWNLOAD AMU APP" button with an Android robot icon.

Article Page



See and be seen.
The new Xperia™ arc and neo smartphones.

See Xperia™ neo > < See Xperia™ arc replay

← Leaderboard (728 x 90)

HOME NEWS GADGETS DEALS REVIEWS search..

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TAG HEUER'S LINK BRINGS LUXURY TO ANDROID

Tuesday, 05 July 2011 08:31 AMU Team
Last Updated on Thursday, 11 August 2011 04:18



"Hypoallergenic" is not usually one of the features advertised on a smartphone. It does however appear on the blurb that surrounds the release of the TAG Heuer LINK, a high-priced Android 2.2 phone from the luxury Swiss watchmaker. It's not the phone's only strange feature. While other devices tend to be made of aluminum and plastic, the LINK is made of the "most prestigious materials and advanced components in the watchmaking and automotive worlds." That includes "black PVD," diamonds and 18 karat rose gold. The screen is made of Gorilla glass and the back casing is covered in a choice of calfskin, alligator or lizard — none of which, presumably, will give you a rash.

TAG Heuer Link Basic Specifications

- Dimensions: 118 x 67 x 16.6mm
- Display: 3.5 inch TFT capacitive touchscreen
- Weight: 200 grams
- Memory: 256MB internal storage, 8GB microSD with support of up to 32GB microSD
- Operating System: Android 2.2
- Camera: 5MP back camera with autofocus and LED flash
- Battery: 6.5hrs talk time

The phone looks unusual too, with a range of decorative design features surrounding the 3.5 inch, 800 x 480 pixel touch screen, including the TAG Heuer logo and, more surprisingly, a watch-style crown on the side. The intention might have been to draw a line to the company's better-known timepieces but the effect is to make the user feel he's holding a large, flattened watch.

The device is a fair size if a little thick at 16.6mm but at a fraction over 200g, it's easy to see why HTC and Samsung aren't also making their phones out of black PVD, crocodiles and rose gold. This isn't a device you're going to want to carry around too much.



Under the hood, things are a little lighter. Internal memory is a miserly 256 MB although the watch company generously throws in an 8 GB memory card. The 5 megapixel camera should produce some impressive images and the 4 Band GSM/Tri Band WCDMA compatibility will let the device's jet-setting users call home from just about anywhere in the world. Talk time on a 3G network is said to be a reasonable 6.5 hours with 11 hours of music playtime.

The LINK is TAG Heuer's second attempt at producing a luxury branded phone. Its first attempt was the brick-shaped, much-mocked Meridiist which had an oddly-placed clock at the top of the device and a 1.9 inch screen. That was in 2008. Little has changed. The Meridiist too came covered in calfskin or alligator. And it too had an eye-watering price. The Meridiist started at \$5,300; the LINK begins at 4,700 Euros, about \$6,700.

As with all smartphones made by luxury brands, the focus always seem to be on the exterior and materials, rather than the technical specs themselves. In a way, it makes sense too, considering the market and users that these smartphones are targeting. The phone might be hypoallergenic but the price should bring out a reaction.

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← Rectangle (336 x 280)

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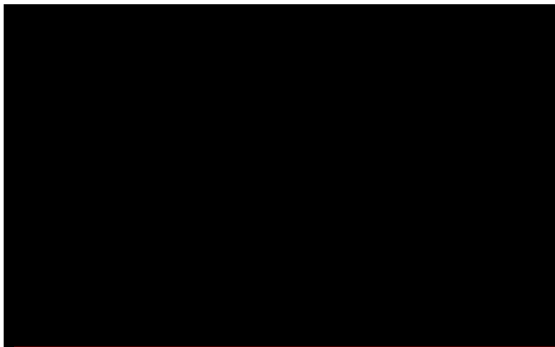
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GROUPON

*Example of an upcoming Deal.

← Skyscraper (160 x 600)

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