



## **Gorilla Logic Completes Adobe Flex Engagement for Brightroll**

*World's Largest and Most Trusted Video Advertising Network Selected Gorilla Logic to Architect and Build Highly Configurable Flex Implementation*

**Broomfield, CO – February 8th, 2010** – Gorilla Logic, the enterprise application development services and consulting firm known for providing resources in the top 10% of development professionals, today announced the completion of an enterprise Adobe Flex engagement with Brightroll, the leading branded video advertising network. Serving customers including WalMart, HP, Shell, Jaguar and Microsoft, to name a few, Brightroll delivers unparalleled advertising solutions and metrics with a large number of Adobe Flex based applications.

Selected to work with Brightroll on developing a highly customizable Adobe Flex architecture utilizing REST services and XML to enable Brightroll to provide customized Flex applications to customers on-demand. Such a cutting-edge approach was selected due to the direct business benefit and customer satisfaction. Gorilla Logic was selected as a result of industry leading Adobe Flex experience as well as their ability to aggressively manage risk, an advantage Brightroll was eager to capitalize on.

“Our engagement with Brightroll allowed us to demonstrate our ability to architect solutions to complex problems without losing site of the business drivers,” said Stu Stern, CEO, Gorilla Logic. “Brightroll has an impressive vision and business model and, as with all clients, wanted to mitigate risk wherever possible. This is what we excel at and are pleased to have been selected as the vendor of choice.”

Creators of FlexMonkey, the open-source solution for testing Adobe Flex applications, Gorilla Logic specializes in providing industry leading development experts to a wide range of clients focused on ensuring the highest level of quality and performance in their enterprise applications. Experienced with aggressively managing risk and solving complex enterprise application challenges, Gorilla Logic provided Brightroll with a solution to their immediate challenge and delivered a solution which will provide continued business benefit.

### **About BrightRoll**

BrightRoll is the world's largest and most trusted video advertising network, having served billions of advertisements since it was founded. BrightRoll helps major brands and agencies execute “smart video ad campaigns” across the industry's leading publishers, including three-fourths of the top 100 online media properties in the United States. BrightRoll's proprietary campaign execution, inventory management and advertising delivery technology provide brands and agencies with the reach, frequency and scalability needed to achieve their campaign goals. BrightRoll is a privately held, venture-backed company and is headquartered in San Francisco, California. BrightRoll offers its service at [www.brightroll.com](http://www.brightroll.com).



For More Information  
Kasey Fleisher or Jason Throckmorton  
LaunchSquad  
Phone: 415-625-8555  
Email: brightroll(at)launchsquad(dot)com

## **About Gorilla Logic**

Gorilla Logic is an enterprise application development services and consulting firm known industry-wide for providing “gorilla” consultants that deliver a 10X productivity improvement over the average developer. Gorilla Logic has long demonstrated their industry-leading expertise in enterprise Java / JEE development, Adobe Flex / RIA development, and mobile device application development, including the iPhone. Gorilla Logic has been engaged by Fortune 500 companies in industries ranging from financial services to entertainment to aerospace and the government sector to assure each customer success with their most mission critical projects.

Gorilla Logic also develops tools to decrease the product development lifecycle and open sources them for the benefit of the market:

FlexMonkey ([www.gorillalogic.com/flexmonkey](http://www.gorillalogic.com/flexmonkey))

OpenGXE ([www.gorillalogic.com/opengxe](http://www.gorillalogic.com/opengxe)).

For more information about Gorilla Logic, please visit [www.gorillalogic.com](http://www.gorillalogic.com) or email [info@gorillalogic.com](mailto:info@gorillalogic.com).

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## **Gorilla Logic Media Contact**

Chad Sanderson  
303.974.7088 ext. 7002  
[chad.sanderson@gorillalogic.com](mailto:chad.sanderson@gorillalogic.com)