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## NOBL Media Joins NVIDIA Inception

San Jose, CA, (October 18, 2022) -- NOBL Media, the world's only credibility targeting solution for responsible advertising, today announced it has joined NVIDIA Inception, a program designed to nurture startups, revolutionizing industries with technology advancements.

NOBL's AI-based technology evaluates digital content across the Internet to determine its trustworthiness and credibility, ensuring that brands are placed only alongside the highest quality content, whether it is on a well-known site or in the long-tail. This enables advertisers to align their ad spend with their stated brand values without sacrificing efficiency or results.

Being a part of the NVIDIA Inception program will provide NOBL access to industry-leading technology, NVIDIA experts, co-marketing support and opportunities to connect with venture capitalists. The hardware and software related to NVIDIA Omniverse will provide the tools needed to implement advanced API connections for the creation of interoperable 3D assets, manufacturing models, and machine learning applications. These technologies will be layered as secured digital assets providing ownership protection at the highest levels. The program will also offer NOBL the opportunity to collaborate with industry-leading experts and other AI-driven organizations.

"Brands are waking up to the importance of responsible advertising and not only what your ad says, but where it lives and what it's paying for," says Cedar Milazzo, CEO and Founder, NOBL Media. "But NOBL's content intelligence requires state of the art compute power. We believe being part of the NVIDIA Inception program will be the catalyst to help NOBL scale dramatically, and allow brands worldwide to align their advertising with their stated values."

NVIDIA Inception helps startups during critical stages of product development, prototyping and deployment. Every NVIDIA Inception member gets a custom set of ongoing benefits, such as NVIDIA Deep Learning Institute credits, marketing support, and technology assistance, which provides startups with the fundamental tools to help them grow.

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### About NOBL Media

NOBL is the first ad tech company founded on ethics and advertiser responsibility. NOBL is revolutionizing media buying for big brand advertisers by stopping the flow of their media dollars that have been funding hate, disinformation, and extremism and redirecting these budgets to quality and credible content. Through a proprietary programmatic ad targeting solution, NOBL empowers advertisers to spend responsibly. NOBL not only receives more clicks and a higher

click-through rate, it consistently gets more conversions, lower costs and far less fraud. For more information, visit [www.weareobl.com](http://www.weareobl.com).