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New York Advertising Week is expanding internationally in honor of their 10th Anniversary. As a part of the annual event's initiative to incorporate more international companies, [QuikBreak](#), the Tel Aviv-based mobile video technology company, will be one of the featured companies during the conference's focus on innovative mobile technology.

QuikBreak founders, the brothers Oran and Gil Margulis, are serial entrepreneurs from New York City that moved to Tel Aviv to take advantage of Israel's growing industry in original mobile video technologies. The Margulis brothers developed their technology while teaming up with the founder and former CEO of McCann Erickson Israel, Arie Ruttenberg.

QuikBreak's patented technology and mobile platform serves as a solution for advertising agencies, brands and publishers to target and reach the right consumers in mobile video without ads, but through brand-created videos. The platform integrates with any brand or publisher mobile site or app and is launching this fall with multiple strategic partners.

Written by Australian Business

"It's exciting to combine American marketing expertise with the cutting edge mobile video technology we developed in Tel Aviv," commented co-Founder Gil Margulis. "We are honored to be invited to showcase QuikBreak's technology at Advertising Week and also represent Israel."

"Banner ads, pop-up ads, and pre-roll video ads are failing in mobile," added co-founder Oran Margulis. "QuikBreak's patented technology provides accurate targeting of branded videos and web series, which work for advertisers by featuring product placement and sponsorship."

QuikBreak (<http://www.quikbreak.com/>) enables Brands and Publishers to target and reach the right consumers in mobile video without ads, but through brand-created videos.

For more information and to schedule an interview, contact Gil Margulis, QuikBreak CEO & Co-Founder at gil@quikbreak.com
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