



MOBILE APPLICATIONS



Whether you are looking for your billboard to interact with your audience's cell towers OR you are looking to monetize your content through the creation of a shopping cart... on your IPHONE, the Internet Factotum's MOBILE Application Solutions are just right for you. Mobile RSVP for your event or your own sms text, or consumer response tag initiative to help connect your event with attendees and Internet participants all set and ready to deploy with IF Factory Mobile Applications.

IF FACTORY



audioeye

XA interactive

**The first comprehensive marketing solution
providing interaction between mobile consumers
and traditional media.**



TRADITIONAL MEDIA ADVERTISING STATISTICS

- **\$260 billion Spent on Print Media (US)**
- **26 trillion print impressions**
- **Major Media Channels**
 - Packaging
 - Magazine
 - Newspaper
 - Free Standing Inserts (FSI)
 - Out of Home (OOH)
 - Advertising Agencies



MOBILE PHONE MARKET

U.S. Market

- 220M mobile phone subscribers.
- 195 million active SMS users.
 - Consumers now text more than phone-average 357 vs. 204 calls
 - Teens on average send and receive 1700 text messages per month, seven times the amount of phone calls
- 64 million mobile internet users.
- 97% of consumers carry their phone at retail.



WHO IS USING OUR SOLUTIONS?



The Traditional Advertising Universe:
A One Way Method of Communication

The Proliferation of the Mobile Phone:
Reaches **220 Million US Consumers**

Clear Channel Communications

Graphic Packaging Inc.

News Corp's - News America

IF FACTORY's Web Based Solution is the First tool Designed for Brands to Create Manage and Track Mobile Interactive Marketing Campaigns.



WHAT IS THE OPPORTUNITY?

THE OLD WAY



THE IF FACTORY MOBILE WAY



The Opportunity:
*Instant Two Way
Interaction with
220 Million US
Consumers*



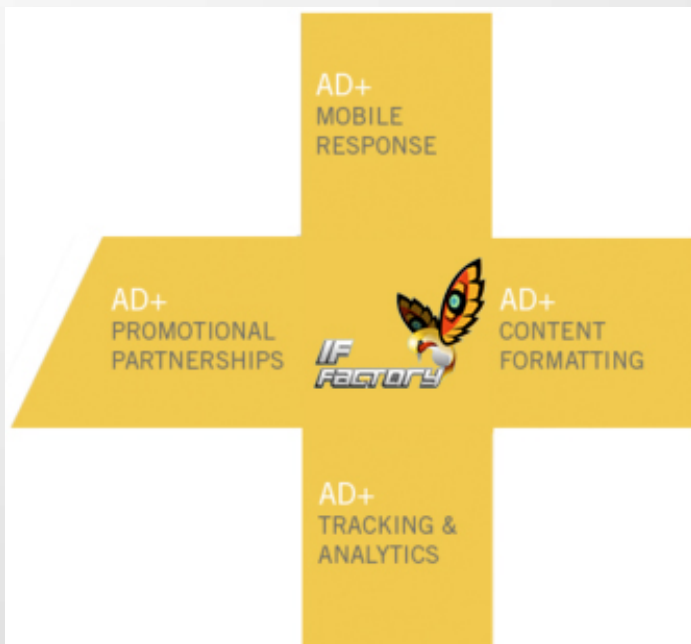
EVERY AD SHOULD LIVE. CONNECT. INTERACT.

IF FACTORY MOBILE ...

- ... is an enabler, allowing ads and promotions to speak beyond one-way communications.
- ... encourages **two-way** interaction similar to the way we communicate with friends, associates and family.
- ... is a web based marketing tool providing on-demand mobile interaction between wireless consumers and all traditional marketing media.
 - Magazines
 - Newspapers
 - Out of Home



IF FACTORY MOBILE ADLIFE



With a first-of-a-kind turnkey portal, Augme provides all the necessary technologies to **create, manage and track** effective interaction between consumers with mobile phones and traditional marketing media...reaching another level of consumer engagement and response.

Through a complete suite of services, Augme Mobile has created a one-stop mobile marketing shop for marketers, brands and agencies.



IF FACTORY MOBILE ADAPTING TO ALL MOBILE DEVICES



Offering the most advanced mobile content adaptation software in the industry, IF Factory's sophisticated device detection system ensures that the message gets to the phone of each and every individual.

Whether music, video, games, sweepstakes or coupons – rich media can be assigned for instant downloading, and altered in “real time” as dictated by the campaign, all from the IF Factory portal.

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AD+
MOBILE
RESPONSE

IF FACTORY MOBILE CREATING MOBILE RESPONSE



IF Factory Mobile allows agencies and brands to create and assign CRT's (Consumer Response Tags) for inclusion in traditional marketing media.

CRT's include SMS codes, 2D codes, and other innovative response mechanisms such as logo tags and image recognition.



IF FACTORY MOBILE IN DEPTH TRACKING ANALYTICS



Using data and analysis gathered and processed with proprietary techniques, IF Factory Mobile provides key metrics and results of client campaigns that includes demographic and behavioral data.

IF Factory Mobile's Analytics Response Dashboard allows users to easily track campaigns by accessing daily, weekly and monthly data.



IF FACTORY MOBILE ENTERTAINMENT AND PROMOTIONAL PARTNERSHIPS

> Ad+ Music™

FOCUS RIGHT MARKETING

FRM's music catalog includes more than 2 million songs from all four major record labels (Sony/BMG, Universal, EMI and Warner), as well as some of the largest independent distributors (Orchard, IODA and CD Baby).

> Ad+ Lifestyle Video™

LIFESTYLE KNOW-HOW

AnswersTV's lifestyle programming currently includes [Health](#), [Food](#), [Magic](#), [Wine](#), [Pet](#), Jewelry and Automotive programming. This broad line-up of clearly focused video educates, informs, engages and entertains highly targeted audiences - on demand.

> Ad+ Rebates™ INMAR™

Inmar is the largest coupon and rebate clearer worldwide. By combining traditional coupon and rebate expertise with Augme's unique mobile platform, we are able to deliver the first of its kind mobile in-pack rebate, which is instantly redeemable by consumers anywhere and anytime using their mobile phone.

> Ad+ Coupons™


Partnered with top national retailers, InstaSave enables consumers to instantly deliver a coupon directly their shopper loyalty card. With a national retailer reach, InstaSave can deliver effective mobile couponing solutions for your brand.

IF Factory provides a wide variety of promotional and popular music, film and TV content.

IF Factory entertainment properties and the ability to do mobile coupons and rebates are just a click away.



COMPETITIVE LANDSCAPE

		Zoove	iLoop Mobile	Myxer	Scanbuy	Mobot	 V2.0	
CRTs	Text/SMS	✓	✓	✓	✗	✗	✓	✓
	2D Barcodes	✗	✗	✗	✓	✗	✓	✓
	Image Recognition	✗	✗	✗	✗	✓	✗	✓
Content Aggregation & Rich Media	Client can create own mobile sites in system	✗	✓	✗	✗	✗	✗	✓
	Client can have site professionally made	✗	✗	✗	✗	✗	✓	✓
	Additional media libraries available	✗	✗	✓	✗	✗	✓	✓
Tracking & Analytics	Demographic data (age, gender, etc)	✗	✗	✗	✗	✗	✓	✓
	Phone type and carrier of consumer	✓	✗	✗	✗	✗	✗	✓
	Track consumer use of website	✗	✗	✗	✗	✗	✓	✓
Promotional Tools	Mobile Rebates	✗	✗	✗	✗	✗	✓	✓
	Mobile Coupons	✓	✗	✗	✗	✗	✗	✓
	Music Promos	✗	✗	✓	✗	✗	✗	✓
	Informational Videos	✗	✗	✗	✗	✗	✗	✓
	Branded Media	✗	✗	✗	✗	✗	✗	✓



IF FACTORY **MOBILE CHANNEL PARTNERS**

➤ **Graphic Packaging**

- Half of US CPG Packaging Market
- Over 20 Active Sales Accounts (Diageo at Contract)

➤ **Usablenet**

- Mobile Content Aggregator
- Over 100 Clients Ideal for Augme Service (Kia at Contract)

➤ **News America (News Corp.)**

- Reaches 5B Readers Annually
- Negotiating Partnership Terms

➤ **Clear Channel**

- Largest Outdoor Media Conglomerate
- Negotiating Partnership Terms

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IF FACTORY MOBILE TEAM

- **Combines Over 50 Years of Traditional Advertising, Publishing and Retail Experience with New Age Digital and Startup Expertise.**
- **The Optimal Blend of Business Management, Creativity, Knowledge, and Industry Contacts.**



IF FACTORY MOBILE ADS LIFE

- **IF FACTORY Mobile “Ads Life” to traditional advertising and promotional media by reaching a new level of connectivity with consumers by delivering robust content and offers to mobile phones.**
- **A comprehensive, turn-key solution solves the mobile maze by allowing brands and agencies to easily create, manage and track all aspects of mobile interactivity.**
- **Use IF FACTORY Mobile to create heightened engagement, uplift consumer response, increase sales, and establish deeper relationships with consumers.**



APPLICATION SAMPLES

BEST BUY LIVE! PRESENTS TAYLOR SWIFT [BUY IT NOW](#)

BEST BUY LIVE FROM CHICAGO TEXT "SWIFT EVENT" to 87415 or TAKE PICTURE ->

POSTERS
SALES RECEIPTS
T-SHIRTS
BILLBOARDS

Text AM to 87415 for more information.

LIVE EVENT BROADCAST

audioeye 00:04:22 MENU



APPLICATION SAMPLES

APOLLO LIVE! 2009 AWARDS SHOW
TEXT "APOLLO" to 87415 or TAKE A PICTURE -> 



POSTERS
SALES RECEIPTS
T-SHIRTS
BILLBOARDS

Text AM to 87415 for more information.



APOLLO LIVE EVENT BROADCAST

Home | Help | My Account | Shopping Cart

LIVE! TONIGHT
TINA TURNER

WELCOME TO THE WORLD FAMOUS
APOLLO THEATER
SPONSORED BY
NOKIA
Connecting People

audioeye 00:04:22 MENU



APPLICATION SAMPLES

THE 13TH ANNUAL WEBBY AWARDS

LIVE!

TEXT "WEBBY" to 87415 or TAKE PICTURE ->



POSTERS
SALES RECEIPTS
T-SHIRTS
BILLBOARDS

Text AM to 87415 for more information.



LIVE EVENT BROADCAST

Home Help My Account Shopping Cart

Ludacris To Perform At Webby Gala After Party
Grammy-Winning Hip-Hop Artist Set For An Exclusive Webby Set

THE WEBBY AWARDS

REGISTER NOW!

audioeye 00:04:22 MENU



APPLICATION SAMPLES



EVENT TICKET
CONCERT EVENT AUGUST 10, 2008
9:00 PM - 12:00 AM
EVENT TICKET \$340.00

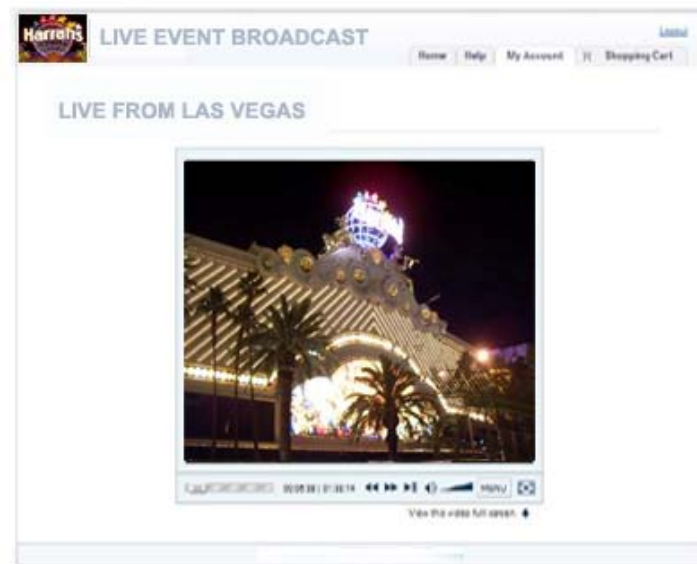


1. PROMOTE THE EXCLUSIVE ARCHIVE ON-DEMAND PPV
2. SELL LIVE EVENTS AND LIVE WEBCAST EVENTS VIA PPV
3. BARCODE SERVES AS PHYSICAL TICKET TO PPV ONLINE



1. BARCODES ARE EXCEPTIONAL USER AUTHENTICATION DEVICES FOR PPV BROADCASTING

2. LIVE EVENTS AND ON-DEMAND EVENTS CAN BE SOLD AT THE VENUE AND VIA INTERNET





APPLICATION SAMPLES



1. BASED ON PRODUCT PURCHASED CONTENT CAN BE TARGETED VIA GEO AND DEMO CAMPAIGNS

2. LINKS TO COMMERCE FOR PRODUCT REPLACEMENT VIA NETWORK STORE

1. EMERGENCY INFORMATION

2. INSTANTLY SIGN USERS UP FOR THE COMMUNITY

3. PRODUCT SPECIFIC INFORMATION






APPLICATION SAMPLES



1. FROM ONE POLO MARK POLO CAN DRIVE USERS TO DEMO AND GEO BASED PROMOTIONS

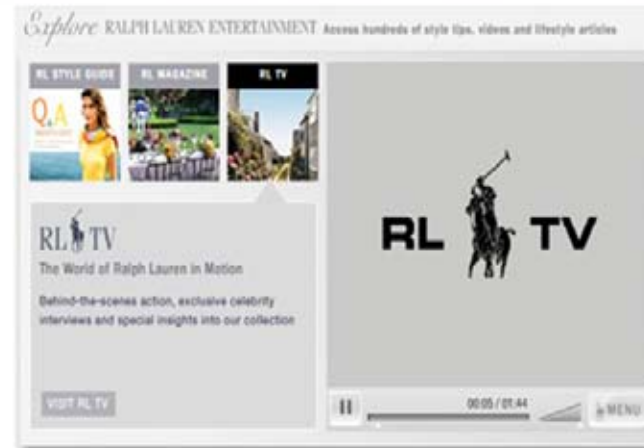
2. GENDER AND PURCHASE HISTORY CAN DETERMINE DEFAULT CONTENT SPLASH PAGE

3. BRIDGES PRODUCT DISTRIBUTION WITH MARKETING COMMUNICATIONS NETWORK

1. WEAR THIS COLOR WITH WHAT OTHER COLORS?

2. WEAR WHAT KIND OF POLO PANTS WITH THIS SHIRT?

3. WHAT KIND OF POLO SHOES WITH THIS SHIRT?



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RELATED IF FACTORY SERVICES

ADDITIONAL CAPABILITIES AND AVAILABLE SERVICES

WHAT IF...



E-LEARNING



BROADCASTING & VENUES



BRANDING



CREATIVE & TALENT



ACCESSIBILITY



OFF-SHORE SERVICES

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Appendix A.

Consumer Work Flow

SMS Text Consumer Response with Mobile Coupon



IF FACTORY MOBILE CONSUMER WORKFLOW

Consumer Text Messages:
SPRINGER to 87415

Consumer is immediately
sent a return Text Message
with a link to Springer
Mountain's Mobile website.



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RESPONSE



IF FACTORY MOBILE CONSUMER WORKFLOW

Once clicked, the link in the text message takes the consumer to Springer Mountain Mobile.



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RESPONSE



IF FACTORY MOBILE CONSUMER WORKFLOW

Multiple options to engage the consumer are provided on the site:

- Recipes
- Special Offers (Coupons)
- Latest Company Information



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RESPONSE



IF FACTORY MOBILE CONSUMER WORKFLOW

By clicking “Recipes” consumers can browse over 200 recipes that use Springer Mountain Farms products. Consumers averaged 3 recipe views per unique visit.



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IF FACTORY MOBILE CONSUMER WORKFLOW

By clicking “Special Offers” Springer Mountain reminds consumers of current retail promotions, such as in-pack rebates, coupons and even free music downloads upon proof of purchase.



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