



**MOBILEROADIE**™

## Platform Capabilities 2013

[mobileroadie.com](http://mobileroadie.com)



## Company Overview

Mobile Roadie is a powerful technology platform that dramatically cuts the cost and time to market for mobile apps. We power over 3,000 live apps in iTunes and Google Play reaching over 30,000,000 end users. You can build an app yourself using our highly customizable content management system, or we can build it for you - in addition to customizing it for your needs and helping you bring it to market.

As a SAAS (software-as-a-service) platform, you automatically get functionality updates as new technology comes out and we add features, included in the cost. You also get support and maintenance out of the box.

## Customers Include



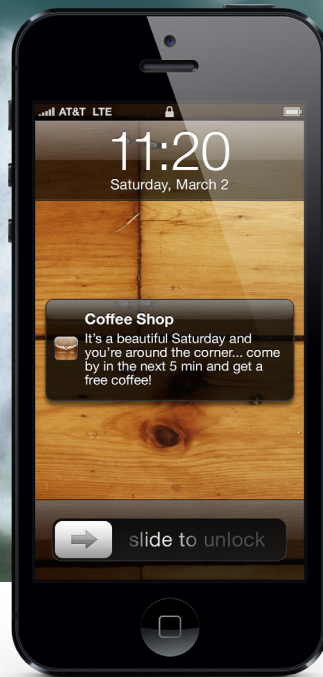


## Proven Success

Mobile Roadie's 4+ years of mobile app development & marketing experience means we understand the meaningful connections always-connected devices can create between customers and brands.

### We can deliver...

- A robust, state of the art Content Management System, allowing real-time content updates synced across iPhone, Android and Mobile Web
- Creative design work and technical implementation to multiple platforms and device screen sizes
- In-depth user analytics & location data
- Mobile Marketing strategy and reach
- Deep content categorization
- Integrating mobile solutions with third-party services
- Push/Pull API implementation
- Social Media integration
- Curating highly engaging user communities



## Proximity Marketing

### Geo-Targeted Push Notifications

- Available to all users who have enabled notifications in their device settings and provided permission upon initial app download.
- Push notifications can be targeted by geolocation down to a one mile radius
- Can be linked to content
- Each push wrapped in analytics for recipients and engagement

### Geo-Fencing

- Will send an automatic notification when a user crosses into a specific geo-fenced area
- Available to all users who have enabled location services in their device settings and provided permission upon initial app download.





## Monetization Opportunities

### Sponsorships

- Pre Roll Video
- Sponsored Splash (Loading) Screen
- Sponsored Home Page
- Sponsored Section
- Customized Banner Ads
- Sponsored Fan Club
- Pop-up Promotions (with analytics)
- Home Gallery Images (with analytics)
- Sponsor Branded Photo-Cards
- Strategic Logo Placement

### Digital Commerce

- In-app Purchase
- Music Sales
- Paywall

### E-Commerce

- Connect Any E-Commerce Store
- Native Bravado Integration
- Native Checkout Flow



## Marketing Engagement Tools

### Popup Promos

- Promote content directly on your app's home screen with customizable popups

### Badges & Rewards

- Reward your top users and encourage app fan activity with customizable badges

### QR Code Scanner

- Custom QR code scanner that can link to and unlock content

### Golden Tickets

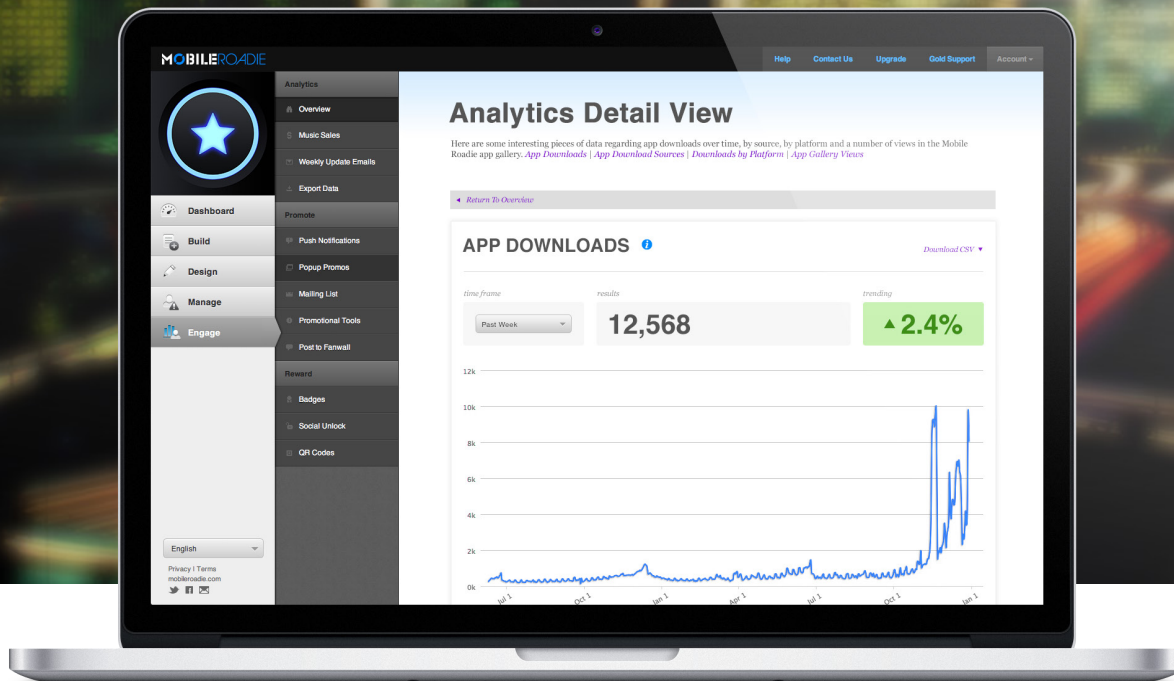
- Deliver a customized ticket modal to any number of random winners within the time frame of your choosing

### Polling

- Create custom in app polls to gather valuable marketing intelligence and feedback directly from app users

### Social Unlock

- Incentivize social sharing with exclusive locked content



## Advanced App Analytics

### In-Depth Analytics

- Analytics can be accessed in the CMS (Content Management System)
- Beautifully formatted & easy to understand
- Updated daily
- Easily exported in CSV format
- All graphs zoomable
- Automated weekly reports emailed to as many recipients as necessary

### Reports Include

- App Downloads
- App Downloads by Platform
- Unique Hits
- Audio File Popularity & Streams
- Section Popularity & Hits
- Share Stats
- Video Popularity & Plays
- Email Subscribers
- Comments Breakdown
- App Gallery Views
- Popup Promos Click-Throughs & Sends
- Demographic Information





## Location & Custom Maps

### Location

- Add locations along with addresses (or latitude/longitude), contact info, and images.
- Your users can view your locations as pins on a map, as well as in a simple list. You choose whether the default is the map or the list.
- Choose to default this section to the map view or list view, set a background image for just this section, and set iPad specific artwork.v

### Custom Maps

- Custom map pins can show locations of interest (i.e. bars, restaurants, hotels, etc) in the area
- Pins can be linked to a detail view containing info, directions and additional links





## Video & Audio

### Video

- Add videos via URL, YouTube, Vimeo, YouKu, Dailymotion, Brightcove, Ooyala, an mRSS feed, or import from a YouTube channel.
- Users can view video along with details, or play full-screen.
- iOS users viewing videos can AirPlay to an Apple TV.
- If Pro, lock the content so it can only be experienced by scanning a QR code or sharing the app with friends.

### Audio

- Import your audio tracks from iTunes, a podcast feed, your Soundcloud account, or upload or link manually
- Users can listen to and buy tracks in your apps, view lyrics and artwork, and interact.
- Generate a QR code that when scanned, can jump to audio content.
- If Pro, lock the content so it can only be experienced by scanning a QR code or sharing the app with friends.
- Choose content sort order, set a background image, or header image for just this section.



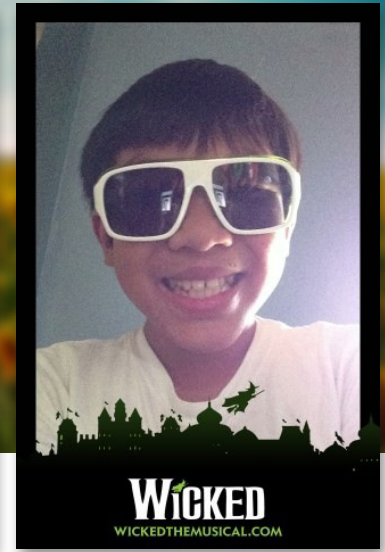
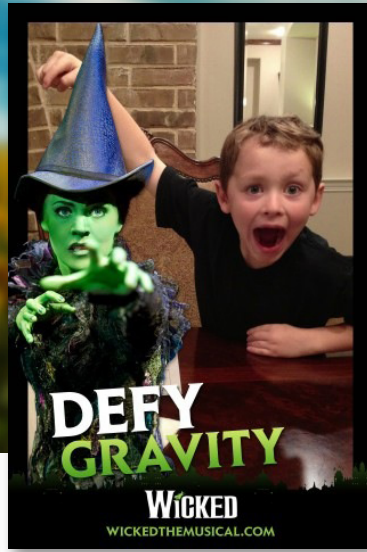
## News & Events

### News

- Add news posts manually, or import automatically via RSS feed, Twitter account, or Google News keywords.
- Each item has artwork, title, date & time, and HTML story content.
- Select a layout style, set a background image, and iPad specific artwork for just this section.
- This content can be categorized if you use our Pro tier.

### Events

- Import your past and upcoming events from Artistdata, Bandsintown, Songkick, Plancast, Ticketmob, SonicLiving, Eventbrite, or add them manually.
- Your users can RSVP to events, add to their calendar, see who else is going, and post photos of the event.
- Choose to display your events as Live Shows layout or Sessions/Workshops layout to best suit your content, as well as upload a background image or iPad specific artwork for just this section.



## Photos & Photocards

### Photos

- Upload photos directly or link to an existing feed
- Include Instagram usernames or hashtags
- Category support allows to organize by sets
- Support for user generated photos

### Photocards

- Upload your own graphical "frames" with transparent areas that help to represent your brand.
- Your users can take photos "inside" of these frames using their phone's camera.
- Users can post to a shared gallery, and share out their PhotoCards, helping to promote your app.
- All incoming PhotoCards can be moderated in your CMS.



## Additional Features and Details

The following highlighted features are included within our standard platform fees.

### Photocards (Pro)

- Upload your own graphical "frames" with transparent areas that help to represent your brand.
- Your users can take photos "inside" of these frames using their phone's camera.
- Users can post to a shared gallery, and share out their PhotoCards, helping to promote your app.
- All incoming PhotoCards can be moderated in your CMS.

### Polls (Pro)

- Create polls in your app — ask for multiple choice from up to 5 responses, or ask for a free response text answer.
- Set start and end date, points to be awarded, and an image. Running an event? Get a live updating private URL of multiple choice results to put up on the big screen.
- Your users can participate in polls, see percentage results of multiple choice, and share the poll with their friends.

### Shop

- A section of the app can showcase any ecommerce store
- Users will be able to browse and make purchases inside the app

### Features

- Set up a highly versatile section with stacked, wide image banners that link to content in your app or out to links on the web. Great for deep-linking into content you want to promote.

### Web Views

- Adding a web view section to your app will allow you to embed any URL as a section in your app. We recommend linking to mobile-friendly web pages for the best in-app experience.
- Will keep user inside native application while viewing web page
- You can have as many of these sections as you'd like.

### Gamification

- Reward top fans in the app with automatic, custom, or sponsored badges
- Leaderboard tracking will show top daily, weekly, monthly and all time user
- Ability to message top users directly in app with Push Notifications

## Social

- Login: Facebook & Twitter
- Share: Facebook, Twitter & Email
- Check In: Native in app, Facebook & Foursquare

## More Info on Included Features

- <http://mobileroadie.com/tour>
- <http://mobileroadie.com/technologies>
- <http://blog.mobileroadie.com/updates/>

## Additional Supported Sections Include

- QR Scanner
- Favorites
- User profile
- Mailing List
- Favorites
- Accounts
- Attendees
- Biography
- Books
- Category Shortcut
- Copyright
- Discography
- Favorites
- Links
- Livestream
- Mailing List
- Menus
- Speakers
- Tip Calculator
- Top Users
- Twitter
- UStream



## Videos

### Mobile Roadie Product Demo

<http://bit.ly/15iLqI2>

### Mobile Tools for a Fast Paced World

<http://bit.ly/1764jfM>

### Spider-Man: Turn Off the Dark Shatters Records in Mobile

<http://bit.ly/Z10U0X>

### MLG Case Study: Connecting a Global Community

<http://bit.ly/XTz9rB>

### Evolving Beyond the Web

<http://bit.ly/MMCCRw>

### The Beatles LOVE by Cirque du Soleil Case Study

<http://bit.ly/115DLap>

### Mobile Roadie & The FADER FORT by FIAT Case Study

<http://bit.ly/Z11UIG>

### Rethinking Fan Engagement

<http://bit.ly/MMCCRs>

### Conversations on Music and Technology

<http://bit.ly/17s3FHC>

### A New Age in Music

<http://bit.ly/11DLtdp>





## Example Apps Include

### Insomniac

<http://road.ie.com/apps/insomniac>

### Sacramento Kings

<http://road.ie.com/apps/kings>

### LA Kings

<http://road.ie.com/apps/lakings>

### Moving Art

<http://road.ie.com/apps/movingart>

### Washington Redskins

<http://road.ie.com/apps/redskinsapp>

### Everton FC

<http://road.ie.com/apps/everton>

### Dallas Mavericks

<http://road.ie.com/apps/dallasmavs>

### Rolling Stones

<http://road.ie.com/apps/rsofficial>

### San Diego Zoo

<http://road.ie.com/apps/sandiegozoo>

### Adele

<http://road.ie.com/apps/adele>

## Application Administration

### Moderation

- Every user comment or photo coming into your app is viewable in a list, allowing you to filter to flagged items, and remove content or ban users.
- We automatically censor bad language in your apps so they will be app store safe.
- Controlled in content management system.

- Posts flagged by two users will be hidden until administrator can review

### App Submission

- Mobile Roadie will handle submission for Android and iOS
- Mobile Roadie will be responsible for app resubmits and platform updates

## VIP Account Management

### Account Manager to Advise On:

- Initial and ongoing app strategy
- Content organization
- Mobile best practices
- Technical support via phone will be provided

- Advice on integrating app with campaigns and promotions

## Device Support

### Supported Devices

- iPhone
- iPod touch (4th and 5th generation)
- iPad
- Most Android smartphones

### Device Operating Systems

- Apple: iOS 5, 6
- Android: Version 2.2 – 4.1