

IMPROVE THE CLIENT EXPERIENCE AND YOUR REVENUES WITH MOBILE APPS

RETAIL SOLUTIONS



MOBILE APPLICATION SOLUTIONS

Mobilezapp is excited to bring to you a comprehensive new solution that leverages the power of smart phones including the iPhone, iPad, Android, BlackBerry, Symbian and Windows Phone platforms. Our turn-key solution includes the hardware and software necessary for your organization to turn the explosive growth of the mobile smart phones into improved efficiencies, reduced costs, enhanced customer service and boosted bottom-line profits. Mobilezapp has teamed with the worlds largest hardware scanning company Motorola to offer your organization a total hardware and software solution.

HARDWARE SOLUTIONS

Motorola is the world's leader in bar code recognition hardware solutions. They have consistently led the market through innovative designs, rugged, durable and accurate handheld and fixed device scanners. Motorola offers a full range of scanners to empower your organization with the ability to leverage the explosive growth of smart phones and their enhanced capabilities.

SOFTWARE SOLUTIONS

Mobilezapp is the world's leading mobile software application development company. MZ has developed hundreds of mobile apps for the Android, iPad, iPhone, BlackBerry, Symbian and Windows Phone Platforms. Mobilezapp specializes in developing highly functional B2B, B2C and B2E applications.

EXTENSIVE RESEARCH

We have our thumb on the pulse of the exploding mobile marketplace. Our research team is in touch with all of the major players in this space. We have a solid understanding of the Apple, Google, R.I.M, Nokia and Microsoft mobile app strategies. We keep abreast of mobile applications released by fast food chains with more than 200 locations. Our research provides an invaluable tool to assist your restaurant chain with the ability to release and embrace technologies that will put you ahead of the curve.

**we offer a hardware
and software turnkey
solution**

**SERVE YOUR CUSTOMERS
AND BOTTOM LINE PROFITS
SIMULTANEOUSLY**

BAR CODE RECOGNITION

We offer the capability for your organization to better serve your customers and increase bottom-line profitability simultaneously through QR code recognition. QR codes are the next generation bar codes. When Wrigleys Gum first introduced the bar code (UPC) in 1974 it was looked at with disbelief. What did it represent? How could such a strange set of line and bars mean anything beneficial? Thirty seven years later the UPC code is standard on every product purchased in the world. It represents speed and savings at every grocery store and retail outlet primarily due to Motorola's engineering prowess.

ENGINEERING PROWESS

Motorola engineers were the first in the world to provide an easy to use system to recognize the UPC bar codes. This innovation has saved consumers and businesses trillions in both minutes and dollars saved. Motorola's QR code recognition is poised to revolutionize the world once again. Working as a team Mobilezapp and Motorola offer outstanding solution for your business.

QR CODE TECHNOLOGY IS NEXT GENERATION

QR codes are quite simply next generation bar codes. Unique to QR codes is they can be quickly and easily created on the fly. Each mobile smart phone has the ability to generate an unlimited number of QR codes. A customer standing in line at a restaurant can find the items they wish to purchase, push a button and have a QR code created. The QR code will not only contain the customer's food order, but also provide credit card information, the customer's name, full business card information... anything the customer chooses to provide to the restaurant.

**IMAGINE THE IMPACT TO THE
CUSTOMER EXPERIENCE AND YOUR
STORE IF YOU WERE ABLE TO:**

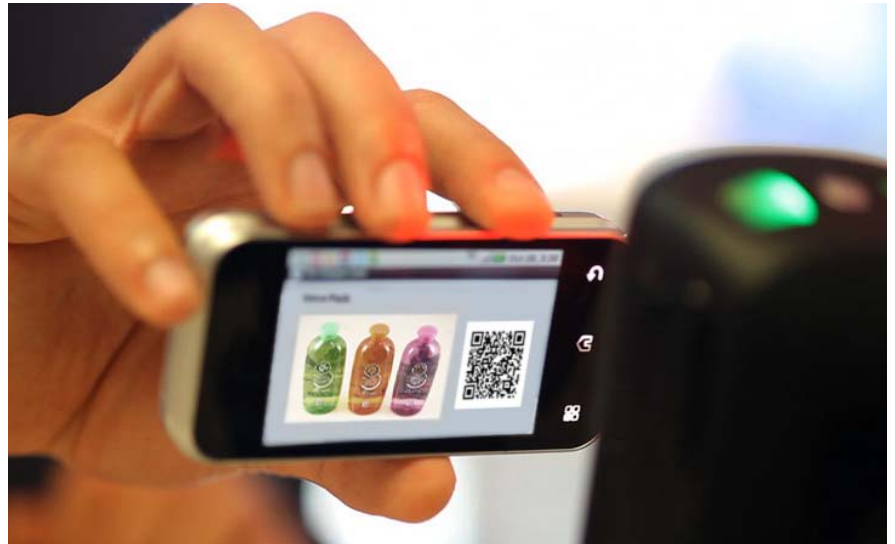
1. Process purchases in half the time.
2. Alert customers to special offers.
3. Move to a 100% paperless system.
4. Push SMS text messages to customers.
5. Allow customers to pay with their phone.
6. Provide store hours and directions.
7. Give instant access to return policies.
8. Allow people to choose birthday or wedding preferences using their mobile devices and QR code technology.
9. Show customers where to find items in your store through Augmented Reality.
10. Make suggestions to customers based upon previous purchases.
11. Offer mobile wedding registry functions.
12. Provide instant access as to quantity of items that are in stock.
13. Create next-generation loyalty programs.
14. Bring the power of your website into the pocket of your customers.

**turn shopping into a
fun experience through
enhanced new mobile
technologies and
features**



IMAGINE THE IMPACT TO THE CUSTOMER EXPERIENCE AND YOUR STORE IF YOU WERE ABLE TO:

15. Allow customers to post favorite items in store on Facebook, Foursquare and other social networking sites.
16. Create social networking opportunities from your existing customer base.
17. Make customer recommendations based upon current and past purchases.
18. Provide electronic store assistance and cut in-store labor costs.
19. Offer pertinent and relevant videos to enhance the customer shopping experience.
20. Allow customers to create a shopping list of preferred or recurring items to purchase.
21. Provide competitive shopping services directly to the handset.
22. Turn your website into one that looks and functions well on small and portable screens.
23. Offer the ability for customers to “visit” the store while waiting at a bus stop or in a subway station through QR code technologies.
24. Offer location based marketing and promotions by leveraging GPS functions on the mobile devices.
25. Allow customers to return purchases more quickly through QR and bar code technologies.
26. Provide customers with the ability to make donations to their favorite charities via their mobile device.
27. Eliminate the need for time cards for hourly paid workers through mobile technologies.
28. Provide in-store “scavenger hunts” that encourage shoppers to visit select areas within your stores to find hidden objects.
29. Only the imagine is the limit to the number of ways your store can leverage the mobile device to encourage sales and profits.



turn your stores into a new interactive shopping experience



**we've assembled
an all-star cast of
players to ensure
your mobile program
is a success**

**INTRODUCING AN ALL-STAR
SOFTWARE TEAM TO PROPEL YOUR
STORE TO THE HALL OF FAME**

Mobilezapp has lined up an all star team of third party vendors we can leverage to deliver the best solution for your organization.

Mobilezapp has created hundreds of tier-one apps for the Android, BlackBerry, iPhone, iPad, Symbian and Windows Phone devices. The client portfolio includes the likes of:

- Lufthansa
 - State Farm
 - Allstate
 - Geico
 - Mercedes
 - Sprint
 - SuperPages
 - Car & Driver
 - Dairy Queen
 - Sports Illustrated
 - Crackle
 - Where
 - Premier Guitar
 - Entrepreneur
 - Stella Artois
 - Hess
- Barclays Bank
 - NFL
 - Lloyds TSB
 - HBOS plc
 - Nando's
 - LinkLaters
 - Garmin
 - Geminder
 - Amazon
 - Concentrica
 - Corvel
 - Vodafone
 - World Cup 2010
 - Microsoft
 - and many more.

OUR STRATEGIC PARTNERS

ScanBuy provides QR code recognition and display technology that is second-to-none. Their integrated software solution ensures transactions are processed quickly and accurately.

BlackArrow empowers your company with the ability to offer advertising to increase your cash flow and provide benefit to your mobile registered users.

MobiMate Ltd provides a wireless application service offering business travelers a sensational and productive travel experience.

Inside Contactless is a global leader in open-standard contactless payment and Near Field Communication (NFC) semiconductors and software that power the next generation of payment, transit, identity and access control applications.

Handmark is a global leader in the development and distribution of mobile media, focused on creating and delivering consumer-friendly access to the best news, reference and information content for wireless devices.



PROVEN PROCESS FOR MOBILE APPLICATION DEVELOPMENT

Developing first-class highly visible mobile apps is second nature to us. We have a unique, disciplined approach to the development process. It begins with your organization completing our detailed questionnaire. Next, we assign dedicated resources to reach out to individual stakeholders on your team. We speak with your executive management, product marketing and IT team members.

We conduct a series of interviews with each group to better understand each of their respective goals and concerns regarding the implementation of a mobile app solution. Prior to writing the first line of code, we aggregate the information obtained through our numerous stakeholder interviews and present a custom mobile application strategy.

WIREFRAME, STORYBOARDS AND POC

Based on the stakeholder interviews, we create wireframes that outline the flow of information between your customers and online data resources. We develop a GUI that strictly adheres to your marketing department guidelines. We focus on building a first-class user experience. Mobilezapp provides mockups of the proposed app via traditional HTML website technology.

COMPETITIVE LANDSCAPE

We believe it is very important for your team to have a solid understanding of the competitive landscape. Toward this goal, we have a research team that constantly scours the market looking for new and innovative ideas. We will download all of your competitors mobile apps - dissect them to fully understand the feature sets being offered - and provide you with the opportunity to comment.

TIMEFRAME

It takes thirty days to create the wireframes, storyboards and mockups. The development process generally runs another sixty days.

A WORLD CLASS TEAM DELIVERING BOTTOM LINE RESULTS



Dazzle your customers with new and exciting ways to shop.



Increase customer satisfaction and decrease costs.



Use QR codes to garner new business with security second only to the NSA.



Leverage social media, create a buzz and get the word out about your store.



Both your CFO and your customers will jump for joy with your mobile solution.



Get ready for the QR code revolution today.

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