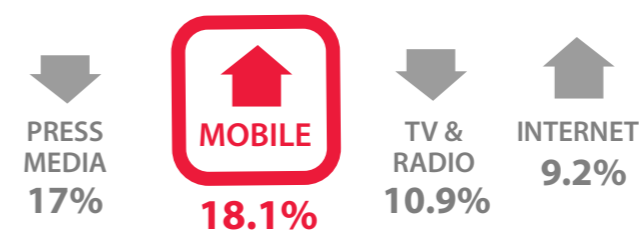


GOING MOBILE

A NEW CHANNEL TO FIDELIZE, PROMOTE AND SELL



Variation of marketing investment.

Source: The Economist, October 2009

Worldwide Companies are consolidating their presence in the new spaces introduced by iPhone and BlackBerry.

Developing services, new sale channels and innovating ways of promotion.

These platforms enable marketing executives a wide range of resources, from cameras, music and video players, Internet, GPS, movement sensors to complete software environment to generate innovative user experiences.



THE PUBLIC HAS ADOPTED MOBILE TECHNOLOGY, WHICH HAS QUICKLY BECOME PART OF THE DAILY LIFE.

100 MILLION
iPhone + BB

THE MOST LARGEST APPLICATIONS STORE IN THE WORLD.

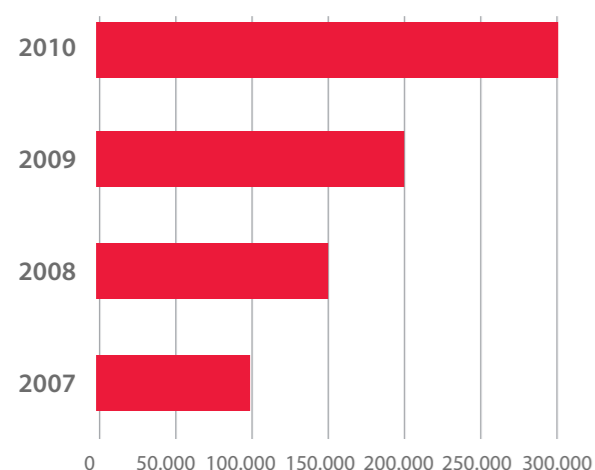
APPLE – OCTOBER 2009.

2 BILLIONS
DOWNLOADS

IN JUST ONE YEAR

APPLE PRESS RELEASE – OCTOBER 2009.

SmartPhone Shipments



\$1 BILLION
M-MARKETING

MOBILE MARKETING WILL REALIZE ITS POTENTIAL IN 2009.

+85.000
PUBLISHED APPS

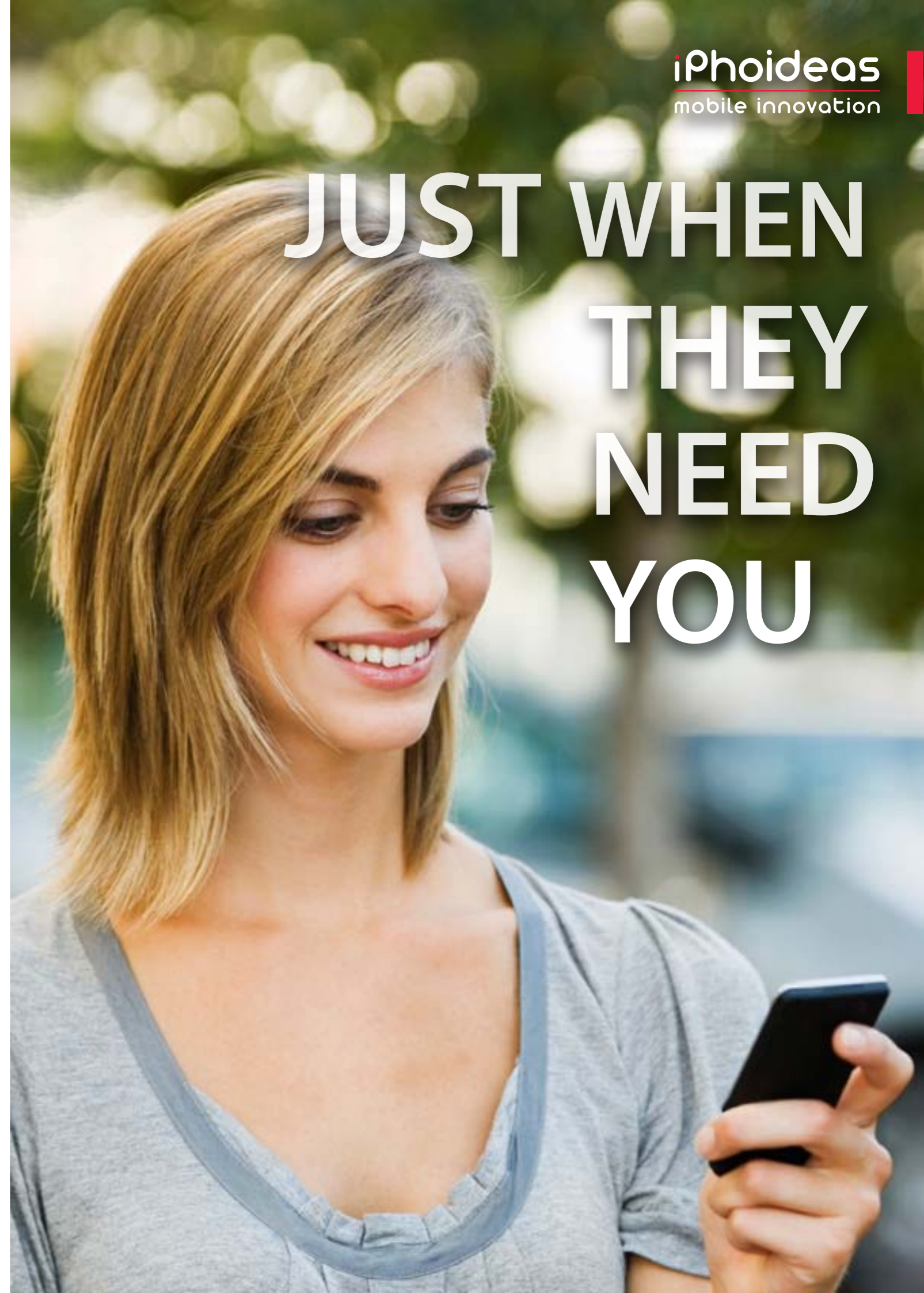
ON APP STORE, JUST FOR EVERYTHING YOU NEED.

Users feel comfortable buying, navigating and sharing content from their mobile equipment.

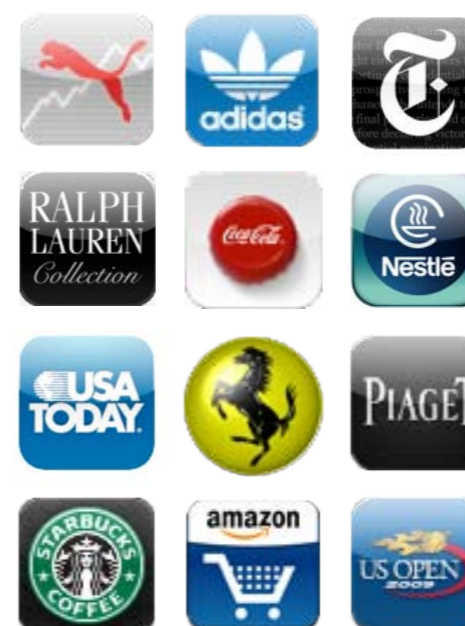
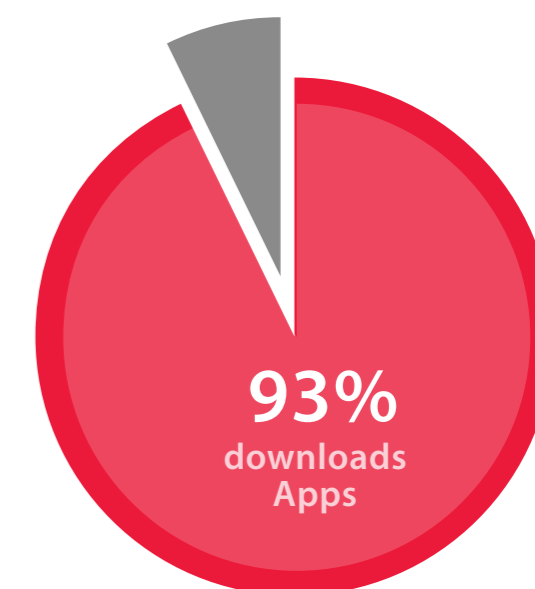
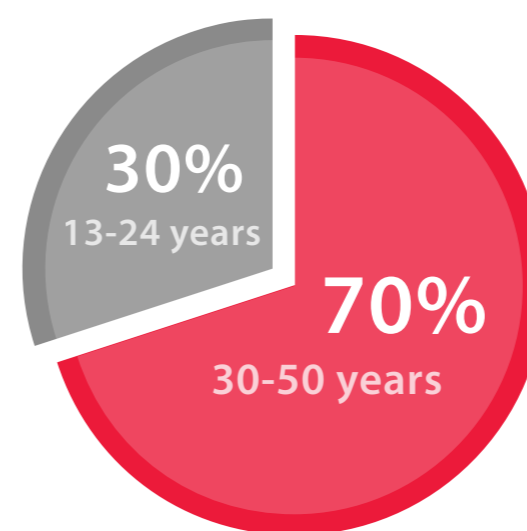
The technology has matured, with a 3G global broadband coverage, high definition screens and multi-touch interface equipment.

Content distribution systems like Appstore generates a simple and fast access to content which users have already incorporated, Appstore has reached the 2 billion downloads.

JUST WHEN
THEY
NEED
YOU



BE A PART OF IPHONE AND BLACKBERRY'S PRESTIGE ENVIROMENT



Reach a public of millions with a small investment, selecting the scope of publications from global, regional to a particular country.

iPhoideas allows customers to minimize investment to enter on a new media by reusing existing systems and promotional material in a creative and innovating way. These projects generate tangible benefits within a few months.

BEING INNOVATIVE



BRANDS AND PRODUCT PROMOTION



The sky is the limit, just be creative

The promotional applications include, among others, catalogues, stores, utilities and games. The key is to generate a fun experience and/or functional utility to reach the user.

Combine the promotion concept with almost unlimited resources in an innovative and creative way.

MAXIMIZE CUSTOMER LOYALTY AND GENERATE REFERRALS



It makes the difference

Today clients demand agile, simple and 24/7 available services. The answer: mobile service applications.

Obtain differentiation, prestige and clients referrals by introducing viral marketing thru social networking association features.

BUILDING RELATIONSHIPS



WITH IPHOIDEAS IS SIMPLE

The process

IDEA



DEVELOPMENT



PUBLICATION



PROMOTION

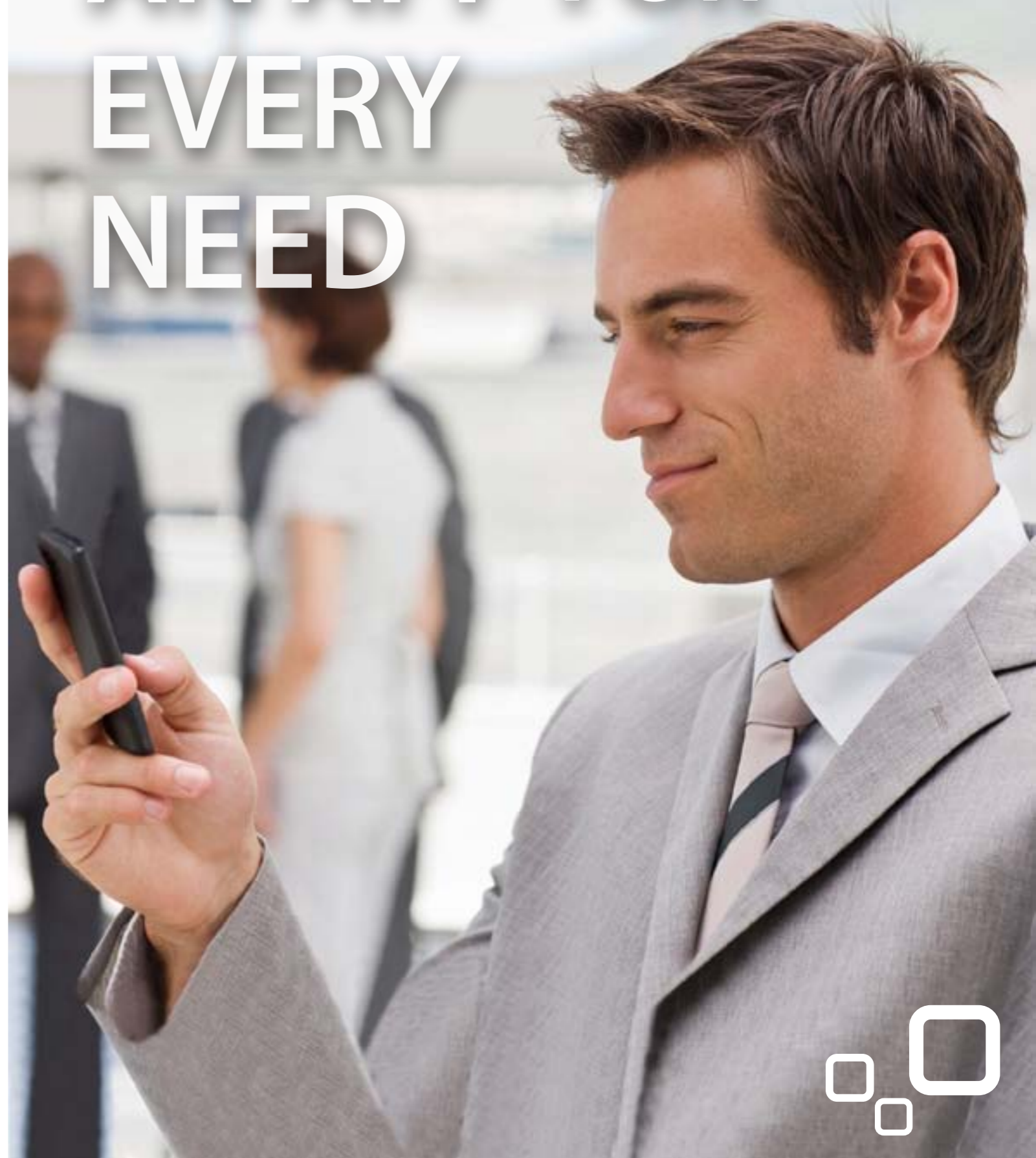


The media



Once developed and published, the key is the promotional strategy. With synergy objectives in mind, the app must become part of the companies' conventional campaigns.

AN APP FOR EVERY NEED



PREPARED AND PROVEN PIONEERS

Since the launch of Appstore with
app publishing features.

With clients in 10 countries, iPhoideas was founded on 2008 to satisfy the increasing demand for iPhone and BlackBerry platforms applications development. With more than 50 professionals experienced in advertising, mobile marketing, 3D design, graphic design and SDK development, iPhoideas provides end-to-end solutions.

Focused in creativity, quality and costs, iPhoideas is the best option on off-shoring development, helping its clients to innovate and to maintain its competitiveness in a highly dynamic Market.

IPHONE SDK CERTIFIED DEVELOPERS

BLACKBERRY RIM CERTIFIED DEVELOPERS

PMI CERTIFIED PROJECT MANAGERS

iPhoideas

mobile innovation

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