



Woodapples

Information people love





Already knew?

Woodapples is the new way of publishing information



What can Woodapples do for Shopping Malls



- **You can send different kind of information to a mobile phone depending on location, time, weather and individual preferences of the user.**
- ⇒ **Shop owners in the shopping malls can send at the right time and to the right location advertisements to mobile phones.**
- ⇒ **On the users mobile phone just the advertisement will be displayed which matches exactly the individual preferences and the usage behaviour.**



What preconditions must be given?



⇒ **The visitors of the shopping malls have to install the Woodapples Application on their mobile phone:**

- POS will be installed at the entrance of the shopping mall.
- The visitors will be addressed directly
- The shopping owners agree on offering free coupons with the first installation on the mobile phone

⇒ **The shop owners will be informed by the shopping mall owners:**

- Workshop by Woodapples
- Trainings by Woodapples
- Briefing



Woodapples is the new way of publishing information in shopping malls



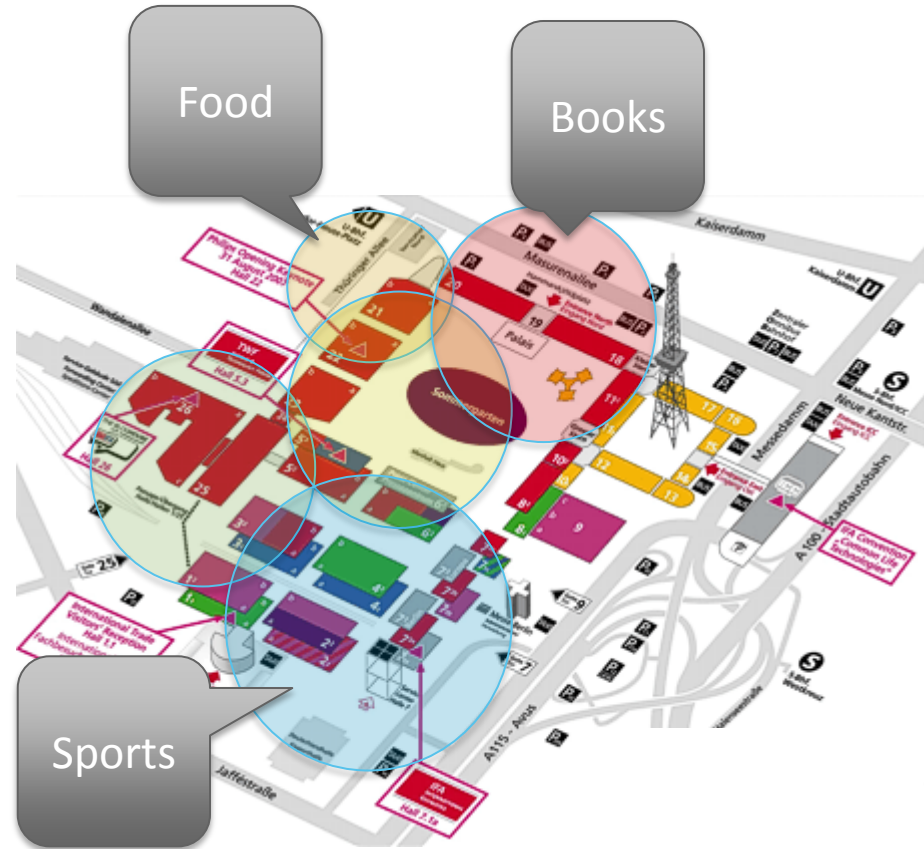
- Enable companies to advertise to consumers when they are in specific locations in a shopping mall on their mobile phones
- Delivery of information to the mobile phone users when they enter specific cells and thus the potential for a purchase is high.



Publish relevant information in specific cells



- The woodapples application is able to publish relevant shopping mall information just in specific cells
- The mobile phone users get different information in the shopping mall.



List of relevant information



- Overview of all relevant information on the mobile screen
- Selection of relevant information for the mobile phone user
 - Context aware
 - According to individual preferences



Detail overview of relevant information



- By clicking on one specific information the detail information will be displayed
- The user gets a brief overview of the relevant information



Show relevant information on a map



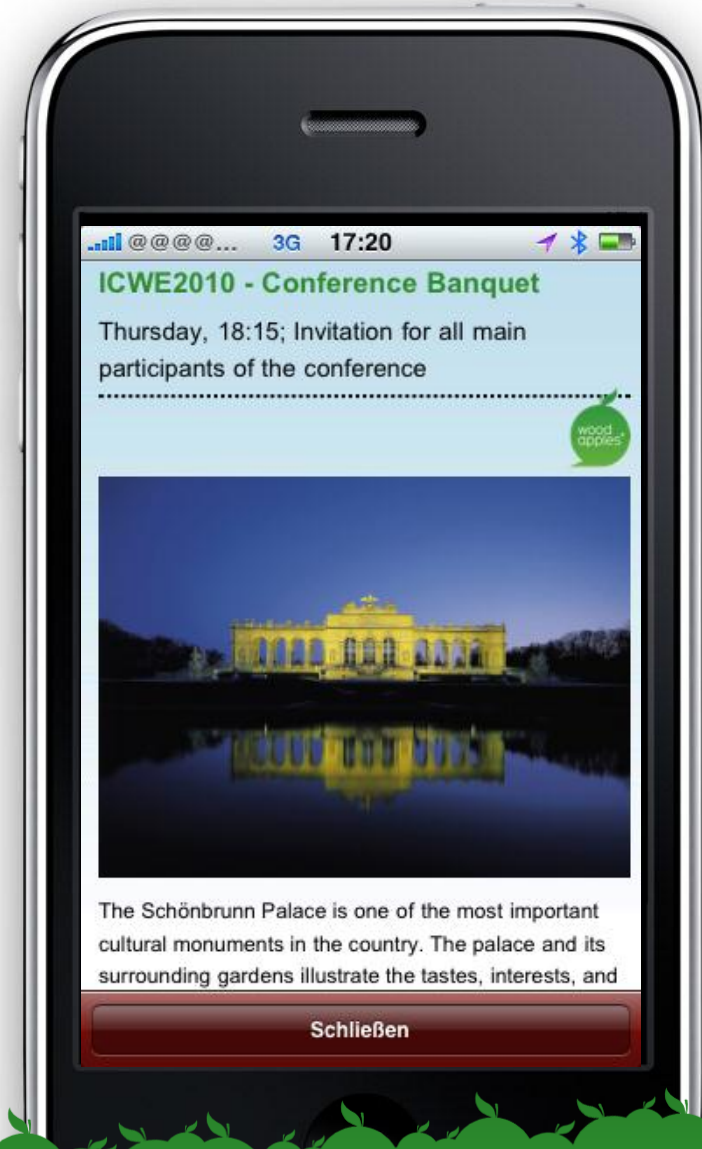
- The information can also be displayed on a map



Mobile Website



- Additional information can be displayed on the woodapples mobile website.
- The advertiser can add here photos, files and films.



Publish content via Woodapples campaign management system



Name	Description
Campaign Showcase	This is a showcase to show how easy it is to setup a campaign with Woodapples
ICWE2010 - Friday	
ICWE2010 - Thursday	
ICWE2010 - Wednesday	
Immobilienmakler	
Messe Wien - Reed Exhibitions	Showcase für Messe Wien
Stadioncenter	
Vienna bars	Vienna bars

Campaign info | Advertisements

Name * Stadioncenter

Description

Validity period * From: 12:00h / 09.06.2010 To: 12:00h / 30.07.2010

Active

Budget * 100

Price per view 0,7

Price per click 0,7

scn

Name	Address	Coordinates	Radius
SCN	SCN Wien	(16.02147484, 48.02147484)	5000

Details

Name * SCN

Address SCN
Wien

Longitude * 16.3988821

Latitude * 48.2687536

Radius 5000

Update marker based on address on form

Karte | Satellit | Hybrid

Campaign info | **Advertisements**

Headline	Description	
Stadioncenter - Dogeriemakt	Der Mensch ist unser Maß der Dinge. Hier bin ich ...	Details
Stadioncenter - Deichmann	Bei Deichmann erwartet Kunden eine riesige Auswah...	Details
Stadioncenter - Esprit	ESPRIT wurde 1968 von Susie und Doug Tompkins in ...	Details
Stadioncenter - Gerry Weber - Neue Herbstmode eingetroffen	GERRY WEBER bietet hochwertige Kombi-Kollektionen...	Details
Stadioncenter - Adler	Bei Adler wird das Mode-Sortiment in harmonische...	Details

Strength of Woodapples.



- Most personal marketing channel available on the market
- Measurable for ROI purposes
- Completely permission-based, with opt-in required for marketing text messages
- Ubiquity of channel
- Many marketers, retailers and publishers recognizing need for mobile presence
- Most powerful loyalty marketing tool
- Ideal comparison-shopping tool for shopping and buying decisions
- Couponing enabler
- Semantic matching
- Plugin concept for location enablers
- Connection to social networks (Facebook; Twitter)

