



# Woodapples

Information people love





## Already knew?

Woodapples is the new way of publishing information



# Woodapples is the new way of publishing information on fairs



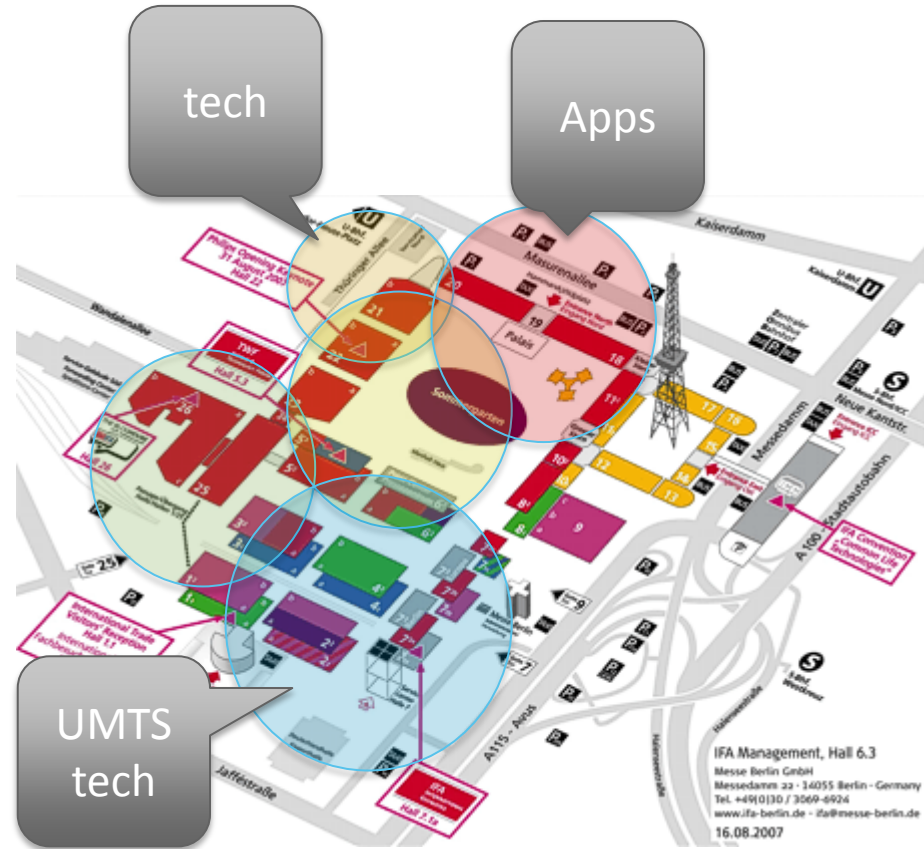
- Enable companies to advertise to consumers when they are in specific locations on a fair via their mobile phones
- Delivery of information to the mobile phone users when they enter specific cells and thus the potential for a visit at the stand is high.



# Publish relevant information in specific cells



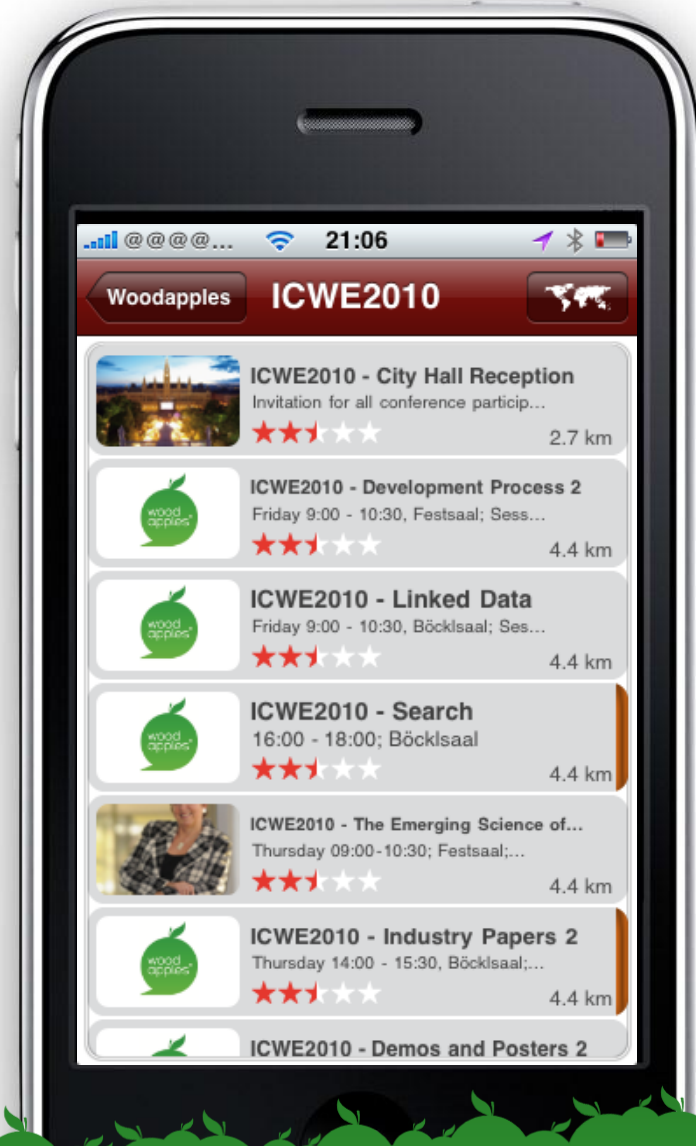
- The woodapples application is able to publish relevant fair information just in specific cells
- The mobile phone users get different information in the halls.



# List of relevant information



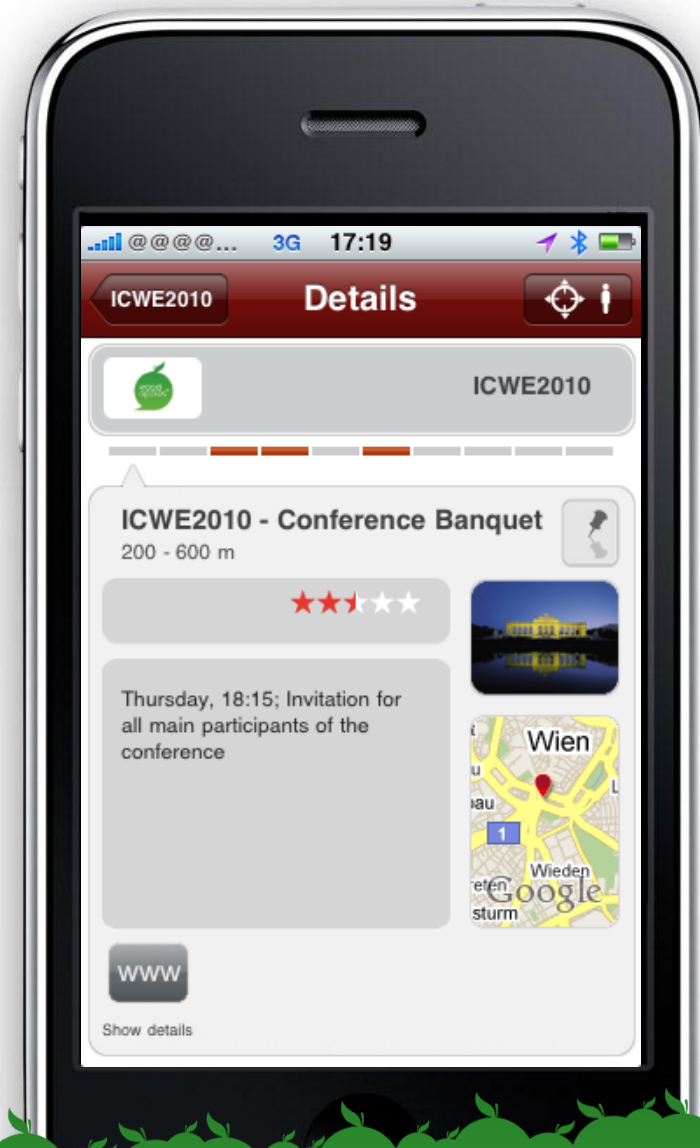
- Overview of all relevant information on the mobile screen
- Selection of relevant information for the mobile phone user
  - Context aware
  - According to individual preferences



# 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



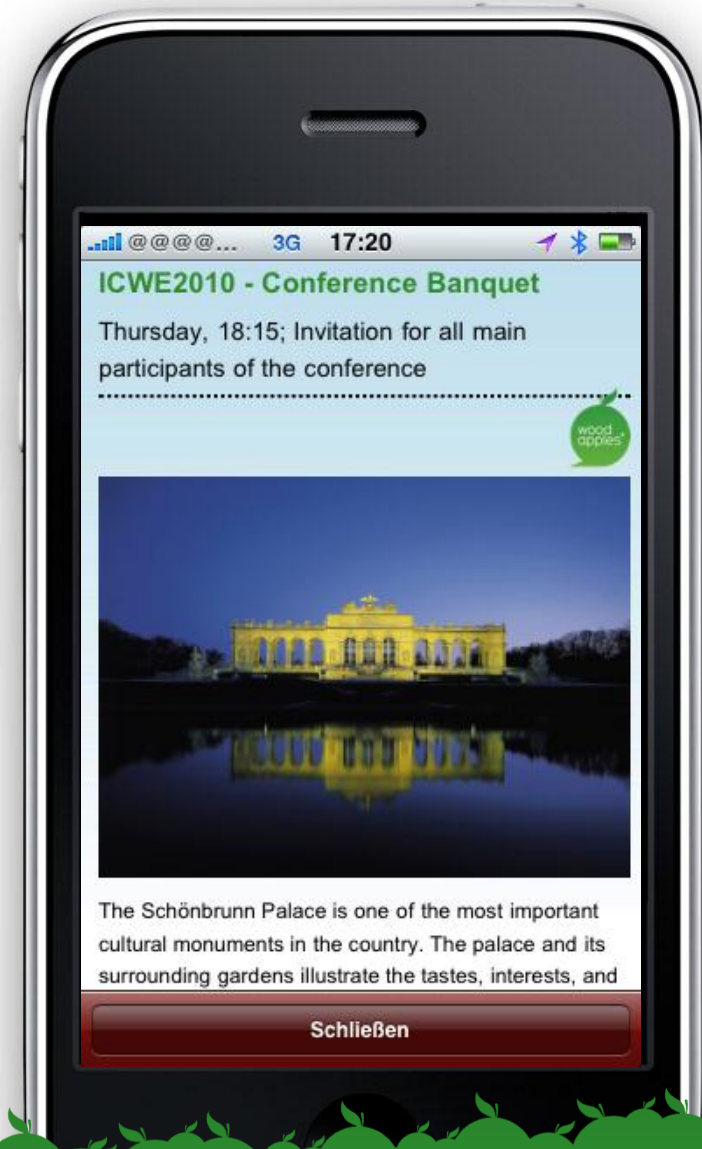
- The information can also be displayed on a map



# 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 ...	<a href="#">Details</a>
Stadioncenter - Deichmann	Bei Deichmann erwartet Kunden eine riesige Auswah...	<a href="#">Details</a>
Stadioncenter - Esprit	ESPRIT wurde 1968 von Susie und Doug Tompkins in ...	<a href="#">Details</a>
Stadioncenter - Gerry Weber - Neue Herbstmode eingetroffen	GERRY WEBER bietet hochwertige Kombi-Kollektionen...	<a href="#">Details</a>
Stadioncenter - Adler	Bei Adler wird das Mode-Sortiment in harmonische...	<a href="#">Details</a>

# 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)



# Benefit for companies



## Location Based

- publish to consumers when they are in the best possible position to respond.

## information people love

- NO SPAM. Woodapples users will actually look forward to your information. It is a pull service

## Success Rate

- Location-based mobile information have one of the highest conversion rates.

## Low Costs

- Costs per click
- Budget can be limited

## Transparent success rate

- Measure the effectiveness of your campaign in-store or on-line in your Woodapples Account Stats page



# Benefit for consumers



## Individuality

- Consumers get just information they want
- Focus on consumers interest

## Real location based

- Consumers get information just from the surrounding area

## No Spam

- Consumers open application on mobile to see information. Pull-Service
- No SMS spam

## Low Costs

- Customer is informed about special offers from companies around which are matching his consumer behaviour