

MobiActions

What is MobiActions?

MobiActions is a new way of creating an *interactive mobile branding experience* through the use of cutting edge mobile multimedia technology.

What advertising & promotions can I run?

- Interactive mobile video
- Audio promotions
- Image & text promotions
- Surveys

What technology does it use?

- Interactive video calling (IVP)
- Preloaded applications (players)

Who will use it?

- Anyone with a video phone

Did you know:

- *MobiActions* is the *missing link* between SMS and WAP advertising?
- *MobiActions* allows advanced branding experiences (unlike



WAP).

- *MobiActions* is unable to be "spoofed" (unlike WAP).

What "call-to-actions" can I use?

- Brand specific video promotions
- Multiple choice
- Interactive video surveys
- Text field entry/info gathering
- New product demonstrations
- Feedback questionnaires – all live!

Snapshot

MobiActions enables advertisers to run **fully interactive mobile video** and audio sessions on a mobile device.

Trigger call-to-actions during streaming or pre-loaded video, audio, static images or text and time to execute as required.

Run video/audio promotions via **1900 premium** number (users pays) or

Run video/audio promotions via **1800 freecall** (advertiser pays)

MobiActions prevents WAP-based phone spoofing fraud through one-on-one video session management

Consumer doesn't pay for expensive WAP downloads

MobiActions uses patented technology to protect your promotion uniqueness

For more information email info@mobiactions.com

Why use Interactive Mobile Advertising?

Full multimedia	High levels of interactivity	Interactive promotional options	Ability to gather demographics
<ul style="list-style-type: none">• Video, Audio & Music Video• Video streaming or pre-loaded• Static text & images	<ul style="list-style-type: none">• Call-to-action capability• Ask questions and opinions• Show new products and gauge success live• Gather feedback, demographics and consumer info	<ul style="list-style-type: none">• Competitions• Surveys• New product trials & Demonstrations• Any call-to-action	<ul style="list-style-type: none">• Who's seeing your ads?• Record demographics and lists from consumers• Use consumer information for fulfilment• Use information for later analysis