

CityMob

Presentation for Munichx

München, 04.05.2007

Agenda

- Presentation of CityMob
- Project Portfolio
- Munichx Mobile
 - Positioning and USP's
 - The viral effect
 - Operating platform CRM
- Munichx Community
- Munichx Web Portal
- Contact

CityMob About Us

What do we do?

- CityMob is a software provider for web and mobile applications, offering complete tailored solutions to customer needs.
- CityMob is an international publisher, developer and distributor of mobile and web solutions.
- Our target group is the fast growing casual user market, with a focus on the user aged 16-33.

What's our USP?

- We focus on city content providers due to high growth potential.
- Our in-house developed applications guarantee top quality user experience and high involvement.
- The team is fast, flexible and highly motivated
- Part of the advanced technology network at the Technical University of Munich and Norwegian University of Science and Technology



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The Documenta Project

Facts:

- Documenta is one of the world's most important art exhibitions, which takes place every five years in Kassel, Germany.
- In 2002 it had 650 924 visitors
- Last in 100 days from 16 June - 23 September



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The YoYo -Talk Project

Keep in touch with your friends

- A better version of the American Twitter
- Combination of web, mobile SMS and IM

The screenshot displays the 'yoyo talk' web application. The header features the 'yoyo talk' logo and a navigation bar with tabs: Home, Signup, My Talk, and Badges. Below this is a secondary navigation bar with categories: Local, All, Politics, Love/Worry, Question, Shopping, Food, Movie, Culture, TV/Star, Music, Trip, Reading, Sports, and Jobs. The main content area shows a feed of posts dated 'SUNDAY, 15 APRIL 2007'. Each post includes a user profile picture, a text message, and a timestamp. For example, one post says 'Got my second wind, making a sandwich, gonna catch up on Planet Earth until TXU gives us some love.' by 'subindie' 1 minute ago. Another post says 'Thanks for all the support everyone! I'll have to finish up the Jaiku Moblet next weeked (I still have my taxes to finish this weekend).' by 'raiglstorfer' 3 minutes ago. On the right sidebar, there is a 'Sign in to yoyo talk' section with fields for 'Username or Email:' and 'Password:', a 'LOG IN' button, and a link for 'Forgot your password?'. Below this is a 'Join Now!' button with the text '...and create your free account'. At the bottom of the sidebar is a 'featured' section with the text '> Find your friends' and a grid of 12 small profile pictures.

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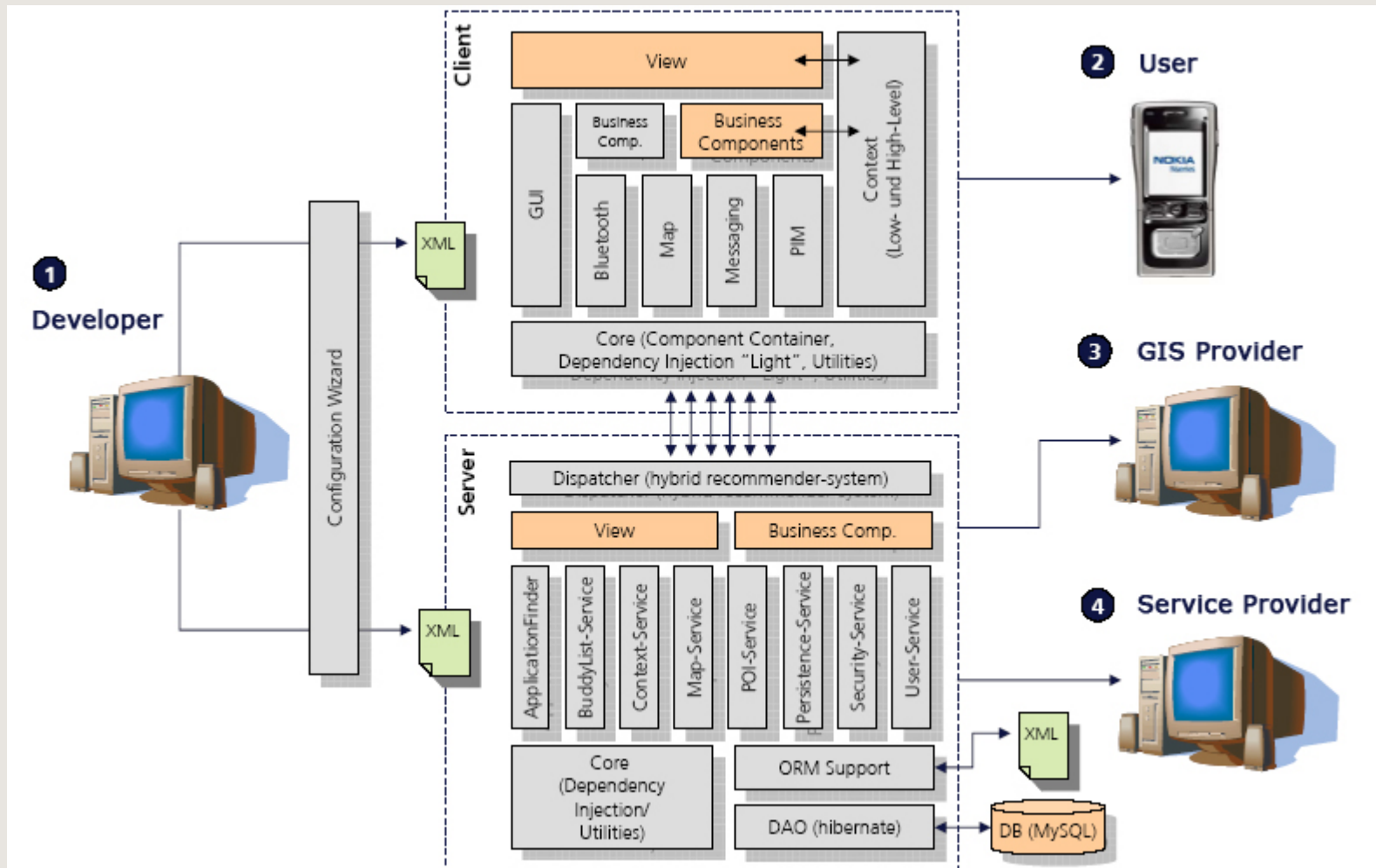
The Npool Project

Social Network Solution

- Open Blogg
- Mini Homepage
- Mobile Application



Our Mobile Application Technology



Trends

Technical

- Better end devices
- Better mobile technology

Market

- Different media goes mobile like CNN, Gmail, Flickr, Fotball365, Maxim.
- Cheaper data traffic

User

- New generation is used to download and pay for ringtones, java games and applications.

New Entrants

- Google Maps
- Qiro
- Joca
- YahooGo



CityMob Munichx Mobile

- Munichx Mobile is **NEW** as the first guide on mobile phones for people living in Munich.
- Munichx Mobile is making it easier to **keep in touch** with your friend network and to make **new friends** with the same interests.
- **Simple, quick and intuitive** in use
- **Free of charge** but more useful with subscription
- **Transparent price model**
- **Low data transfer**



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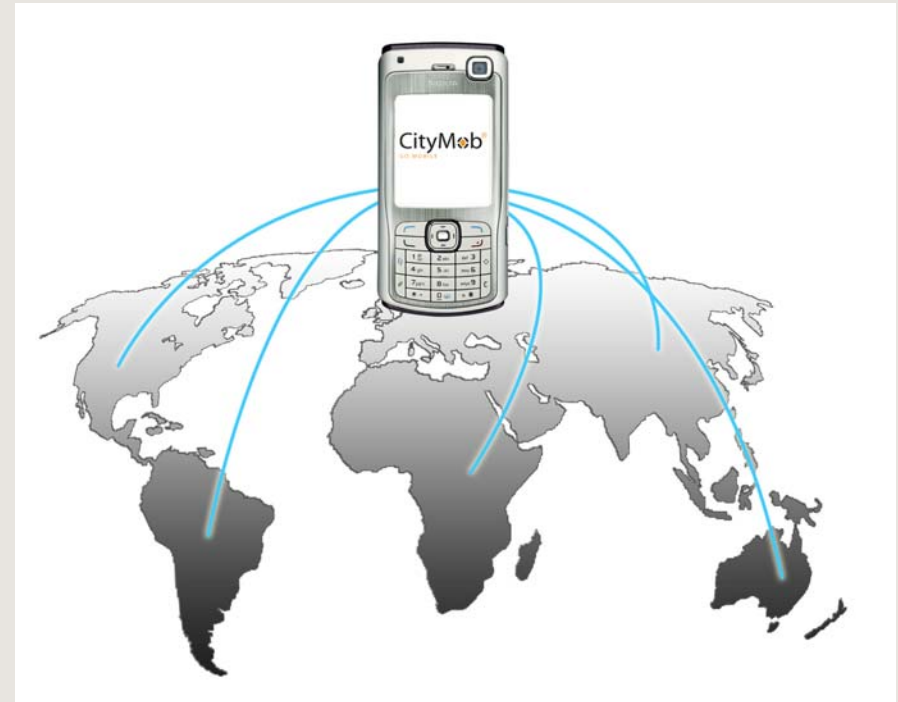
Munichx Mobile - Prototype



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Possible Value Added Content

- Location Based Service without GPS
- Community functions
 - Buddy Lists
 - Find your friends location on a map
- User Generated Content
- Public Transportation
- Ticket ordering
- Table reservation
- Weather forecast



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The Viral Effect

Tell-A-Friend

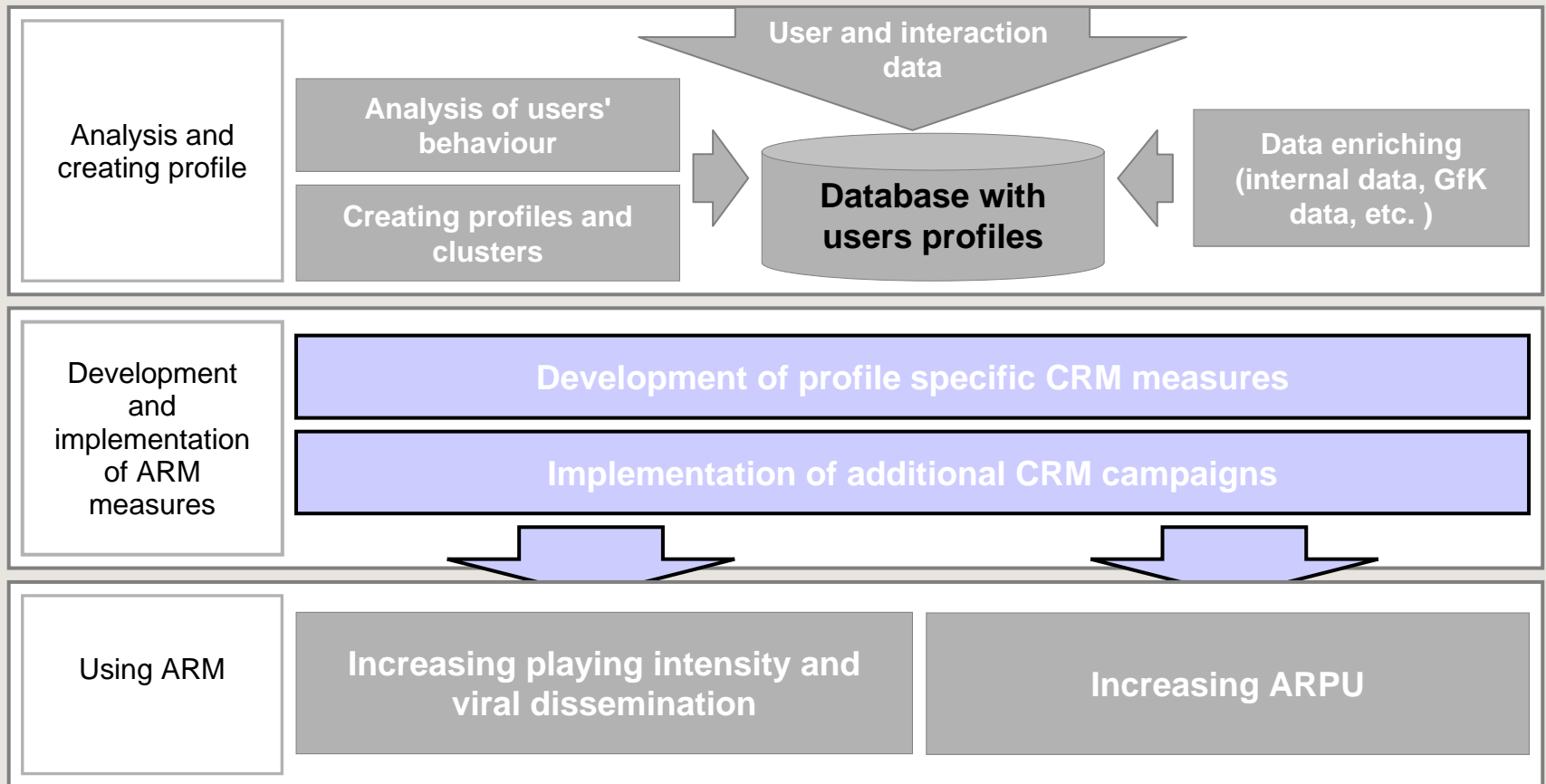
- The user can use the “Tell-A-Friend” function to send an SMS message to friends and acquaintances, and to tell them about Munichx Mobile
- If you send the application to 5 friends who register, you will become a premium user for free in 3 months and be able to win some kind of prize.
- Each mobile phone number can only be registered once.



Operation/Platform/CRM

Customer Relationship Management

Implementation Strategy – Long-Term



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Munichx Web Community

1. Avartar
2. Mini room
3. Video Greeting (See video)
4. Mobile Application

[Community](#)

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Munichx Web Community

- User Generated Content
 - Invite your friends
 - Write a review
 - Add a new venue
 - Add event
- Friend lists
- Dating
- Downloading content to the mobile application

Contact

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