



TRENDS GLOBAL LLC

OPENS MOBILE MARKET OPPORTUNITIES FOR **DOWNTOWN/MAIN STREET** AND **CHAMBER OF COMMERCE** ORGANIZATIONS AND THEIR MEMBERS/PARTNERS

Downtown/Main Street and Chamber of Commerce Mobile Solution

Thanks to ObiMobile, we now have the most comprehensive Downtown mobile app in the country. The app is available on the iPhone, iPad, Android phones, Android tablets, and other internet-capable mobile devices.

- Rachael Snedecor,
Managing Director of Downtown Livermore Inc.

Providing Businesses Timely Solutions

There are more people surfing the internet and using mobile apps on their phones than on their desktops.

This presents a new challenge as well as an opportunity for Downtown/Main Street organizations to reach out to their members/partners' customers in a more efficient and lower-cost approach

Among the opportunities include new markets such as Generation X and Y consumers that will be looking for mobile apps that match their needs.

In line with these opportunities, ObiMobile provides unique mobile capabilities designed to promote members/partners' businesses.



Relative Efficacy of Mobile vs. Other Advertising Media, 1/11

	Reach	Targeting	Engagement	Viral	Transaction
Mobile	100	90	70	80	80
Internet	50	50	80	40	60
TV	50	30	90	10	20
Print	40	10	20	10	10
Radio	60	10	40	10	0
Outdoor	20	10	10	0	0

Source: Chelan Sharma, January 2011

Why Have a Mobile App?

- Mobile Marketing with apps is more effective than traditional marketing medium. It is a low-cost green solution on a proven collaborative marketing channel. It helps Downtown/Main Street organizations promote additional value proposition for members/partners (as well as non-members). It also helps the organization add revenue through mobile marketing and promotions such as ad/sponsorship space.

ObiMobile

Sales & Mail:

One Market St. Spear Tower, Suite
3600, San Francisco, CA 94105

Mktg & R&D:

20 South L St., 2/f, Downtown,
Livermore CA 94550

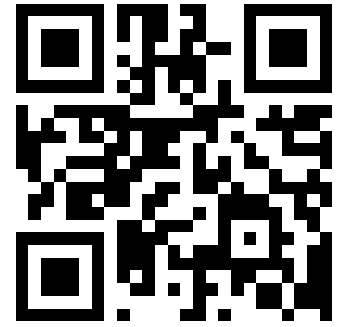
Tel: 800.964.1366

Site: <http://obimobile.com>

skype: trendsglobal

Getting the most out of your applications

Simplicity is key. ObiMobile is scalable and flexible.



To help Downtown/Main Street and Chamber of Commerce organizations create their own custom Mobile App that meets their needs, ObiMobile provides an easy to use tool as part of a total Downtown solution. Among the key features include:

- Specific Downtown Mobile-app features such as Shopping Vendor list, Just for Kids, Places to Stay and other capabilities
- Dining lists and icons that represent breakfast, lunch, dinner, delivery, drinks, music, and members
- End-user alerts notifying app users of any special upcoming events
- Games such as Scavenger Hunt designed to get buyers to go inside the members/partners establishments
- Multi-user contributor role, which let's members/partners to handle content updates for their own businesses
- Event listings with timer countdowns
- Coupons, Discounts, and Specials designed for members/partners to promote their products and services
- Support for multiple mobile devices such as iPhone, iPad, iTouch, Android phones, Android Tables, and even the Amazon Kindle Fire
- and many more...

The image shows a screenshot of the ObiMobile web interface. At the top, it says "Welcome to ObiMobile" and "Welcome whiskerz25@gmail.com". Below this is a navigation bar with "Home", "Events", "Map", "Like It", and "More". The main content area displays three featured items: "Dining & Cocktails", "Shopping", and "General Services". A "Preview" bar is at the bottom, with arrows pointing to four mobile devices: iPad, Android Tablets, Android, and iPhone. Each device shows a different view of the app's content.

- Image library
- Page library
- Templates
 - Solution
 - Pages
 - Master page

Widgets

- Menu bars
- Card flow menus
- Tabs
- Images
- Text
- Photo Slide show
- YouTube
- Sponsor Banner
- Maps & GPS Links
- Website Links
- Phone Connectivity
- Page to Page Links
- Facebook Links
- Like It
- Ad banners
- Preview to Device
- Multi-user Access
- Event Registration
- Coupon Registration
- Timer
- PIN entry
- Email forms
- RSS Feeds
- Page Transition
- Alerts
- Slot Machine game
- Scavenger Hunt
- Share to FB, LN, TW