



Mobile*Site*Builder

Dialogue Marketing Communications

February 2008

In a nutshell....

MobileSiteBuilder is a set of tools that allows you to create you own Mobile Sites.

- Build Mobile Sites as well as Storefronts
- Simple to use UI - designed to drag and drop text, images & other components onto the screen
- Accessed through internet web browser
- No programming or technical knowledge required



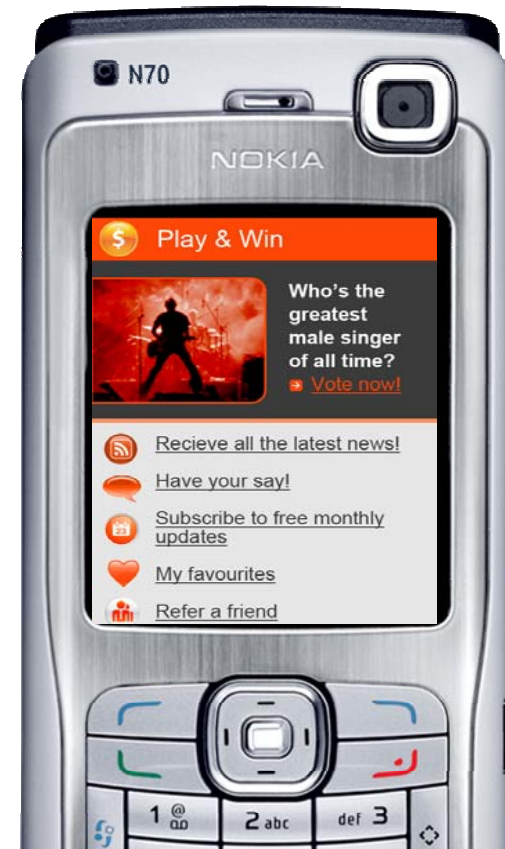
What are the benefits.



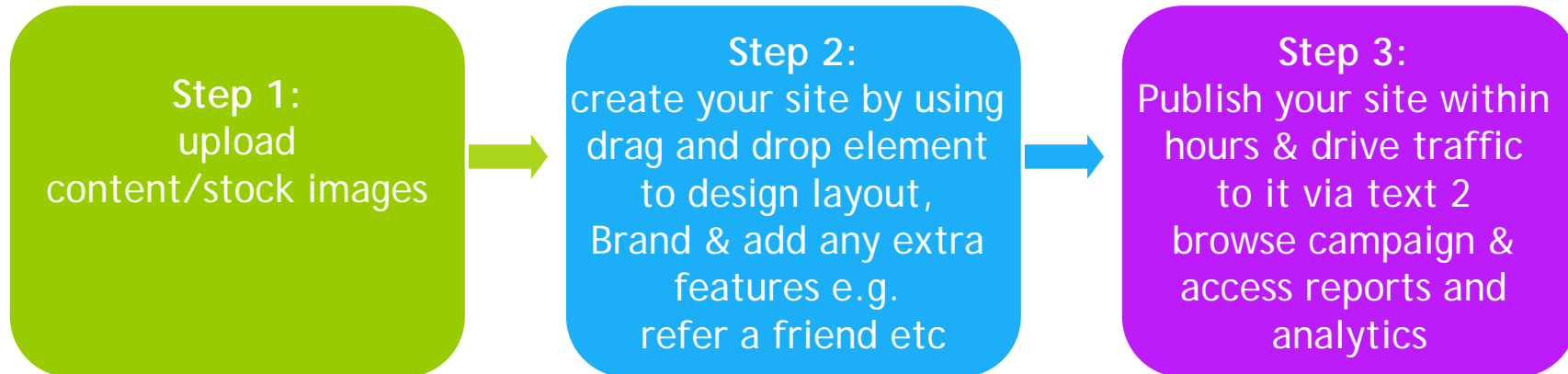
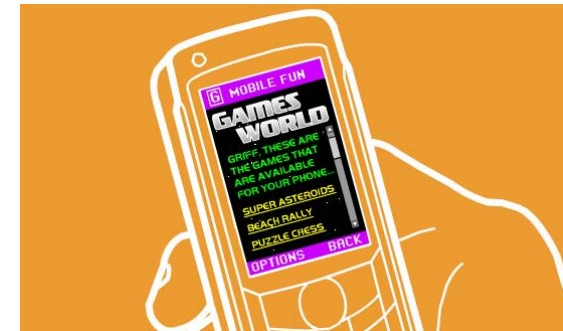
- Promote & expose your business
- Interact with your customers
- Promote or sell your services/products
- Provide information
- Easy for your customers to access
- Feedback from your customer
- Revenue generation
- Market in a more targeted & personal way
- Monitor traffic and user behaviour

Great Features.

- Set up Marketing Subscriptions
- Sell Content & bill via PayforIT
- Run Vote & Competition campaigns
- Text to browse campaigns - Advertise
- Click to call
- Viral marketing campaign
- Advanced Search
- Mobile marketing campaigns
- Include component, XHTML, CHTML, WML
- RSS Feed options
- Reporting & analytics



How it works.

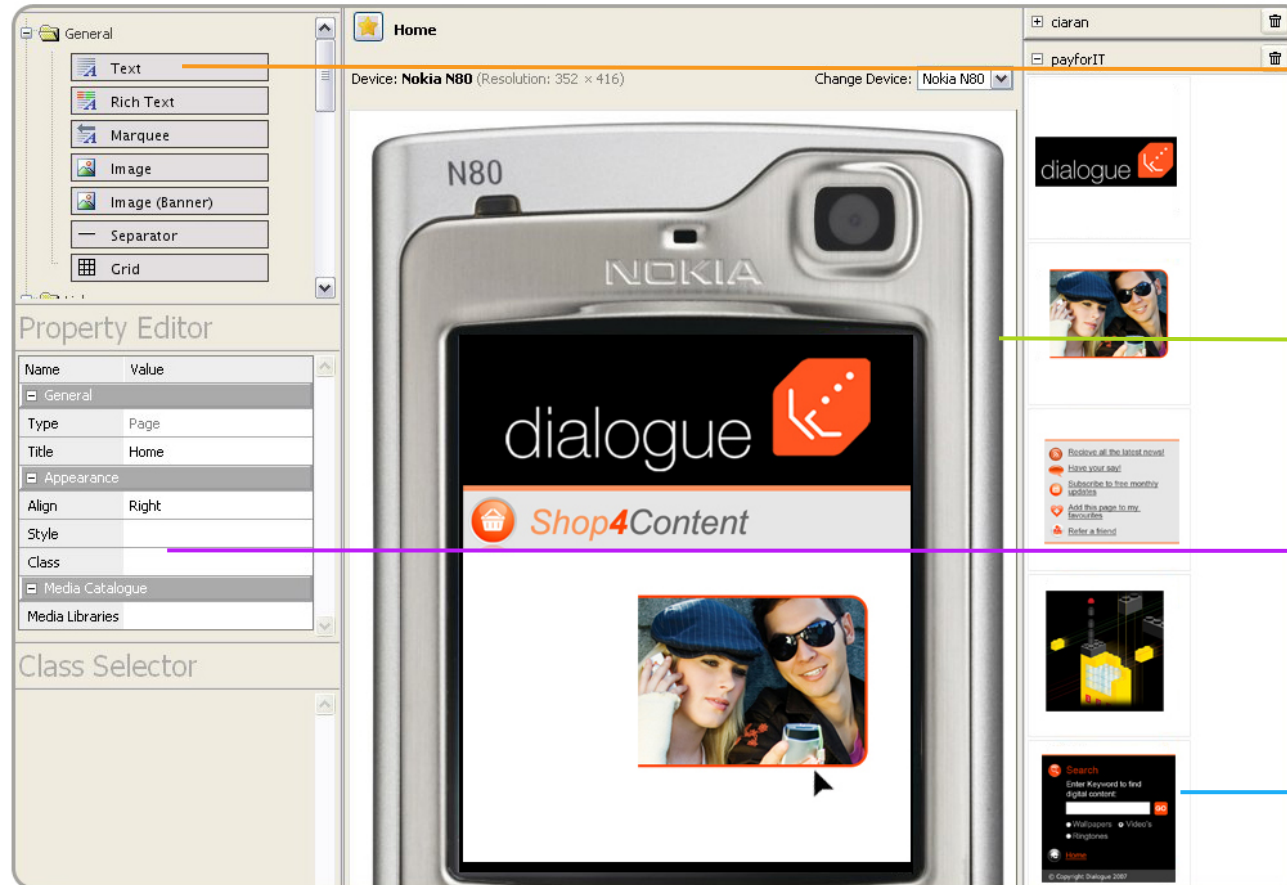




Dialogue.

Mobile*Site*Builder UI.

MobileSiteBuilder UI.



Drag and drop text elements to phone

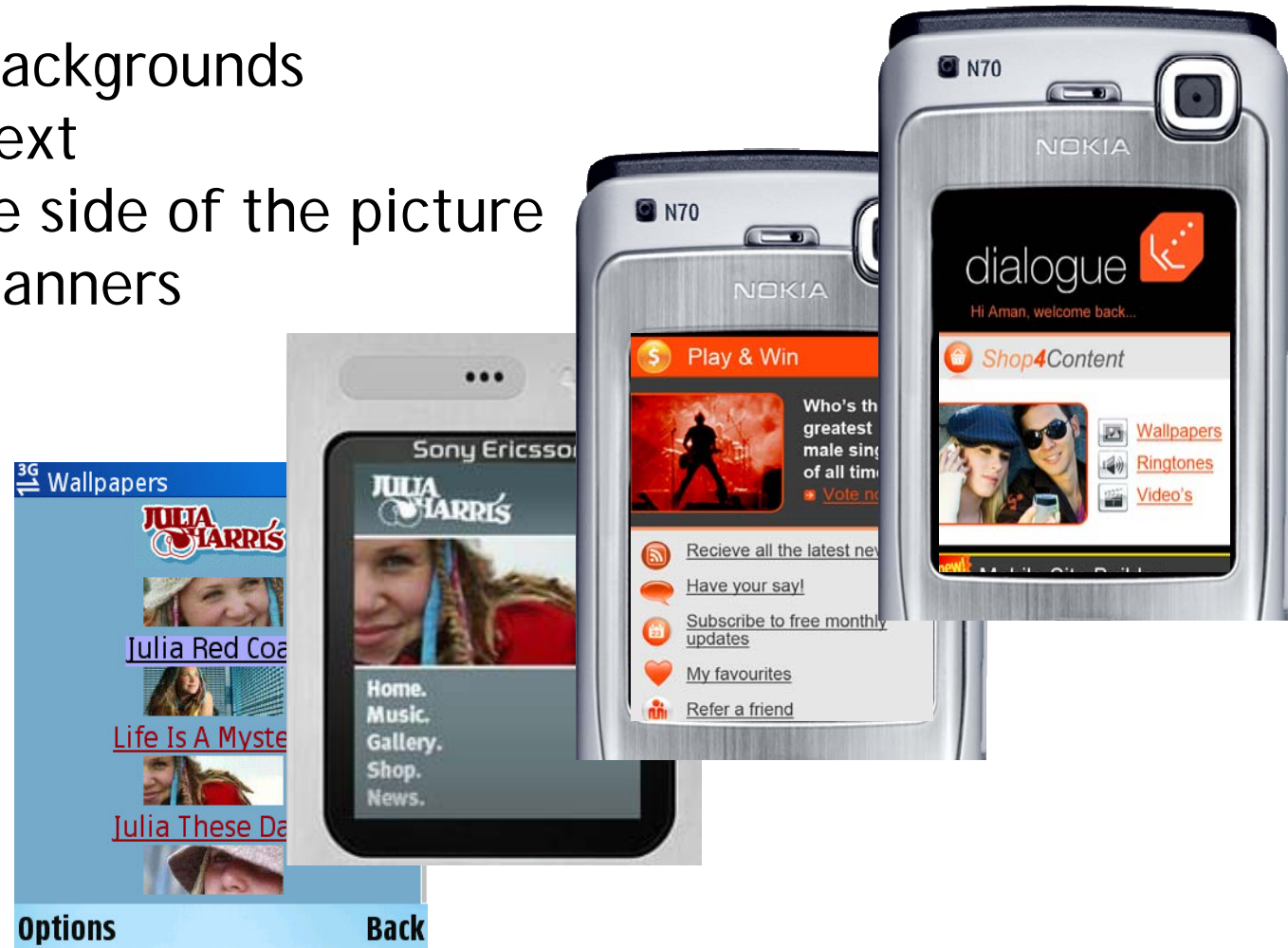
WYSIWYG Editor

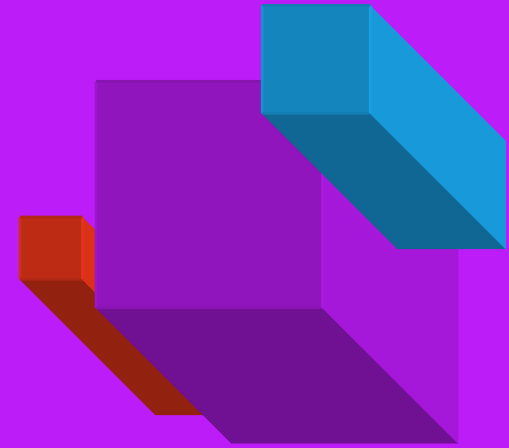
Change background colour and font easily

Drag and drop stock images to build site

Mobile Site Layout.

- Coloured backgrounds
- Coloured text
- Text on the side of the picture
- Coloured banners



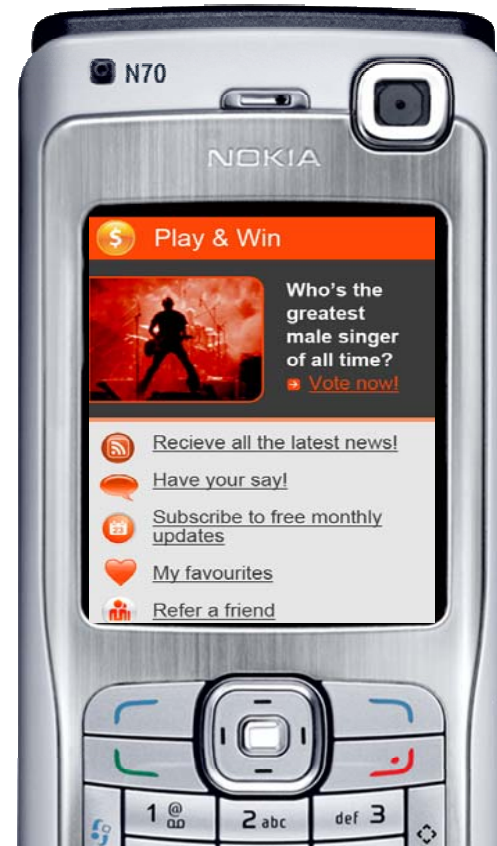


Dialogue.

Community & Campaigns.

Community & Campaign Features.

- Refer a friend
- Vote
- Competitions
- Have Your Say
- Subscriptions
- Click to call



Refer a friend.

Features:

- Refer a friend
- Viral marketing by personal recommendation or existing user
- Credit based reward mechanism for referrer when friend first registers
 - You can specify number of credits to be allocated
 - Can change credit value per media item e.g. game can be set at 3 credits, ringtone 2 credits and wallpaper 1 credit.
- Reporting of the uptake
- User friendly SMS to inform the referrer and friend of service

How to refer a friend.



Tell your friends
Recommend and receive a
FREE download or a discount.

Tell your
Friends, and get
rewarded



Tell your friends
Recommend and receive a
FREE download or a discount.

Your friends number:

Any message?:

Your name or alias:

GO

Insert your friends
Mobile no &
your message



Thank you..
...for referring your friend.
You will receive a free credit as
soon as your friend visits this site.

You get sms confirmation
& reminded that you get
rewarded if they register

What happens next with refer a friend.

3G Form Validation

Hi, pinder has invited you to have a look at this site. Pinder said: This site is fab! Address: <http://dialogue.juliaharris.mobi>

15:30:33 17.05.07 Expires:
15:30:33 19:05.07

Options Back

Your friend gets the link via sms and hopefully clicks on it

3G Form Validation

Thanks, but your friend has already registered with this site. Send to another NEW friend and collect your free download.

Options Back

If your friend has Registered before you will get a message to let you know

3G Form Validation

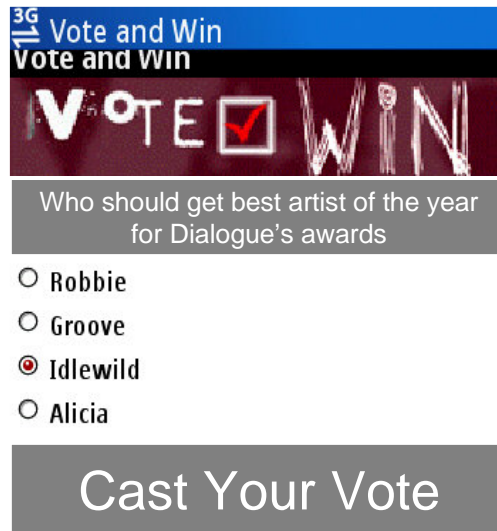
Hi, your friend has registered so you have been rewarded 1 credit.

Options Back

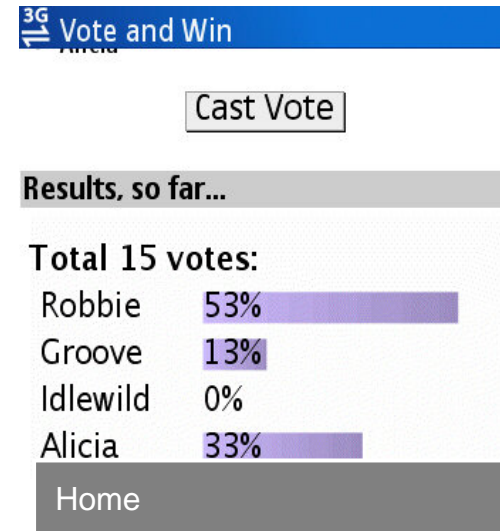
You get a message saying your friend has registered and you are rewarded with credits

Vote on Mobile.

Interact with your consumers!

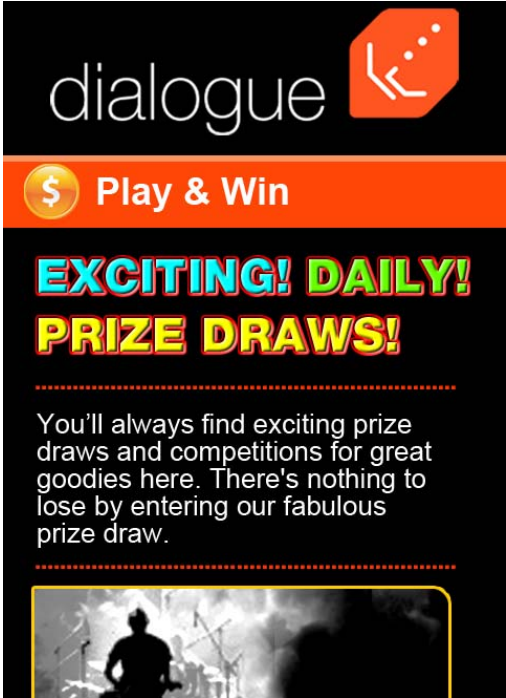


Voting campaigns can run off mobile sites & allows interaction with your consumers

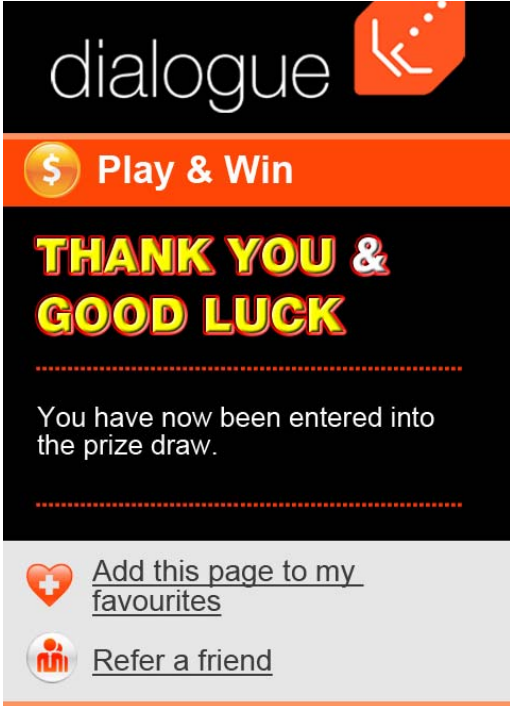


Voting is counted & displayed real time & displayed graphically

Competitions on Mobile.



Interact with consumers offer them chance to win prizes by entering competitions



They get message back with results & invite them back again

Have your say.

Get feedback from your consumers!

- Let them have their say
- This is forwarded to email address (txt 2 email)
- You can reply to the email, that will send a message back to consumers phone (email 2 txt)



Marketing Subscriptions.

- Automated community collection
- Send out broadcasts to remind users of great WAP features, offers, news updates, etc.
- Reporting of the uptake



Thanks for subscribing to our free monthly alerts.

You can unsubscribe by texting **STOP to 88888**.






Dialogue.

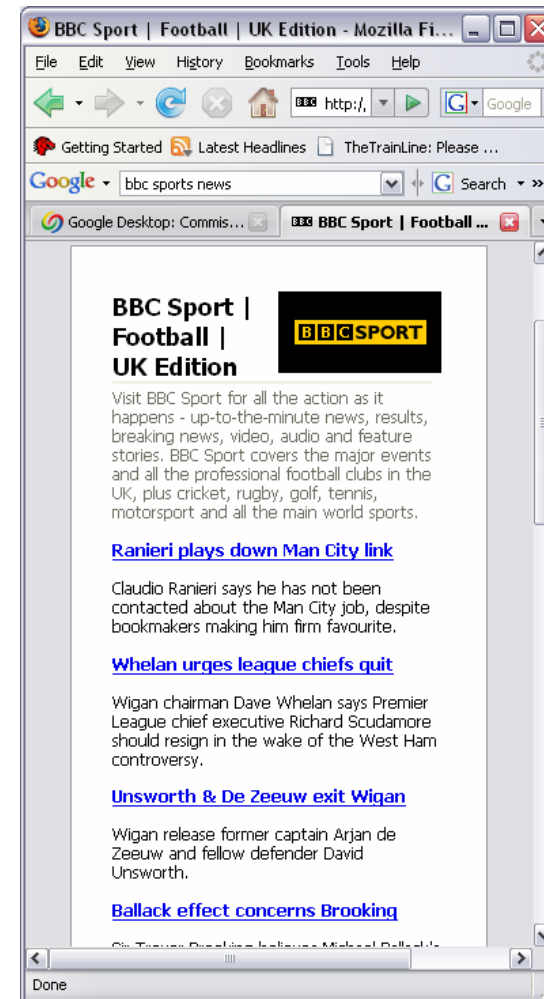
RSS Feeds.

RSS Feeds.

- What is RSS?
 - RSS is a family of web feed formats used to publish frequently updated digital content, such as blogs, news feeds or podcasts.
 - RSS stands for Really Simple Syndication
- A Whole range of media owners publish news feeds using RSS including sports and entertainment
- This symbol is used to denote an RSS feed that you can subscribe to 
- Software can be used to create your own newsfeeds

BBC News and Sports News Feeds.

- BBC allows it's sports and news feeds to be used on other Web Sites
- Usage is FOC providing you display "From BBC Sport" or "BBC Sport"
- Dialogue portal software will display the updated feed on the portal and keep updating the news as it changes



RSS Feed in action...

As news updates, the mobile site updates



3G informityv news
mobile site will be updated too.

informityv news

+ Sort by A-Z

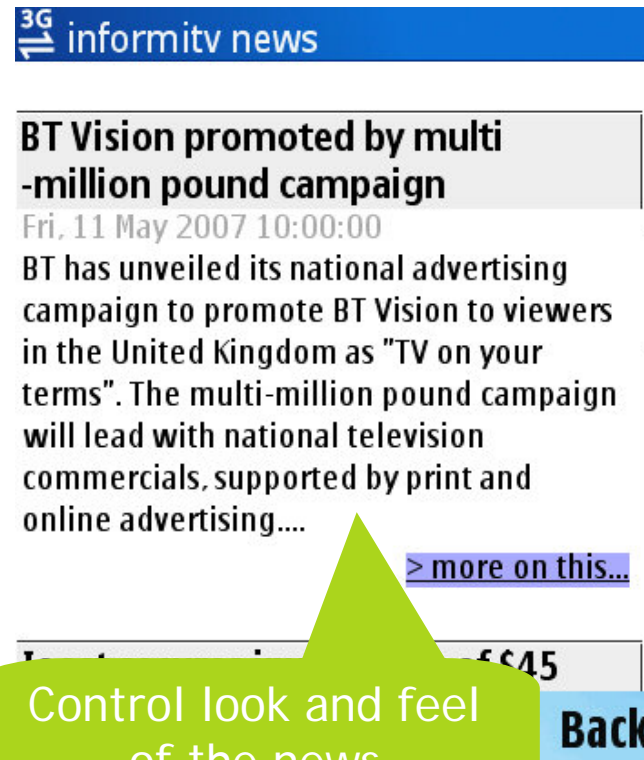
Cable gets committed to open standards at last

Sat, 12 May 2007 18:00:00

Despite years of development and disappointment, interactive television could be closer to deployment across cable systems in the United States. At least that's the plan. The Open Cable Application Platform was a hot topic at The Cable Show in Las Vegas. American Cable operators Comcast, Time Warner and Cox appear...

> more on this

Options Back



3G informityv news

BT Vision promoted by multi-million pound campaign

Fri, 11 May 2007 10:00:00

BT has unveiled its national advertising campaign to promote BT Vision to viewers in the United Kingdom as "TV on your terms". The multi-million pound campaign will lead with national television commercials, supported by print and online advertising....

> more on this...

£45

Back

Control look and feel of the news

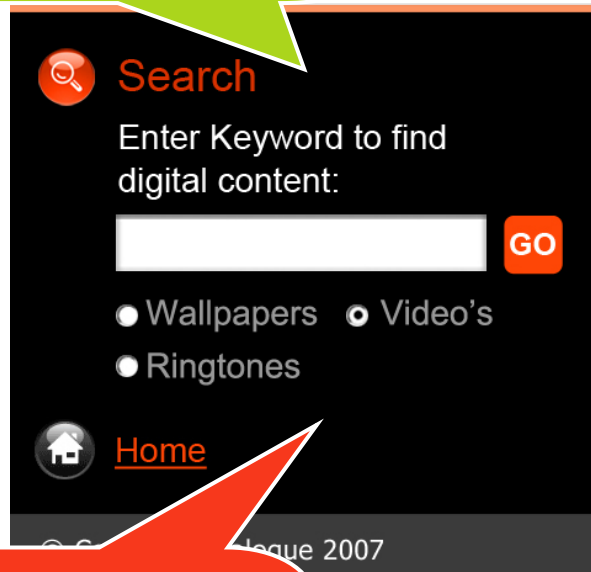


Dialogue.

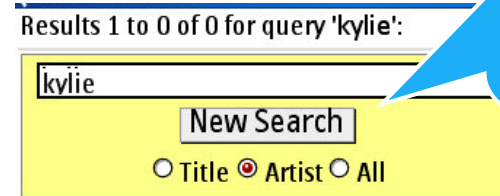
Advanced Search.

Advanced Search - main features.

User-controllable radio-button to refine search on keywords



Most similar misnomers, wild cards & nearest matches



Site specific style sheets for search components

Improved search results, with relevance & most popular categorisation



Dialogue.

Reporting & Analytics.

Reports.

- Monitor traffic
- Monitor user behaviour
- How many visitors to the site
- How long users browse for
- Pages viewed
- How they connect to your site
- What they browse for
- Keywords users searched for
- Recognise new and returning visitors

