
Spotlight Mobile, Inc.



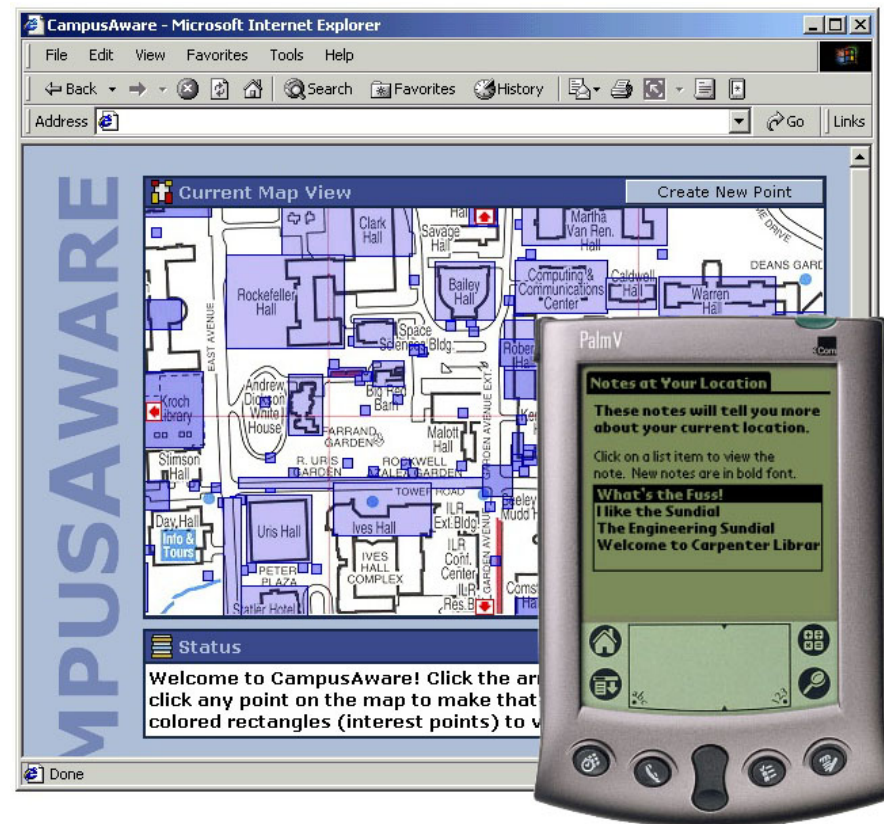
Kiyo Kubo
Cofounder and President

January 20, 2010

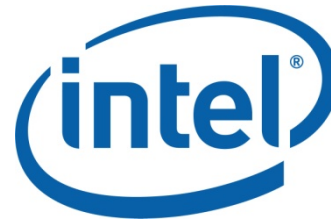
Spotlight Mobile



- Began at the Human Computer Interaction Lab, Cornell University in 1998
- Company formally established in 2002
- Over 50 clients
- Solutions for Windows Mobile, Palm, Android, iPhone
- Millions of users
- Consulting
- Product development



Partial Client List



UNITED STATES



BOTANIC GARDEN



Going Mobile - Topics

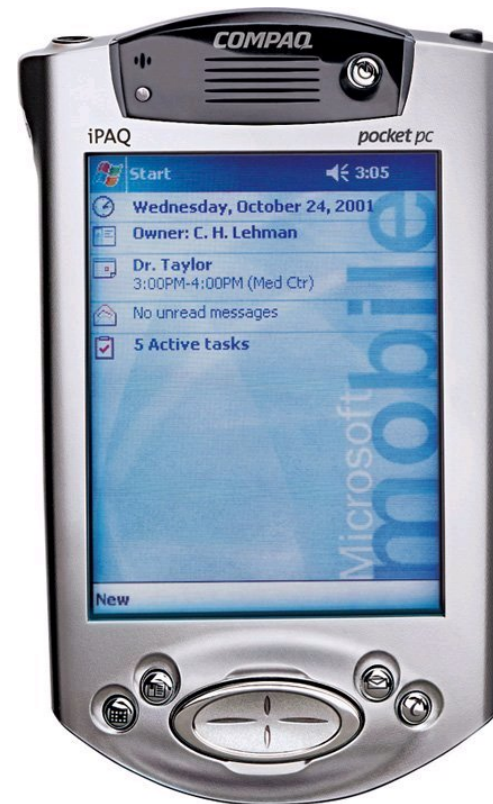
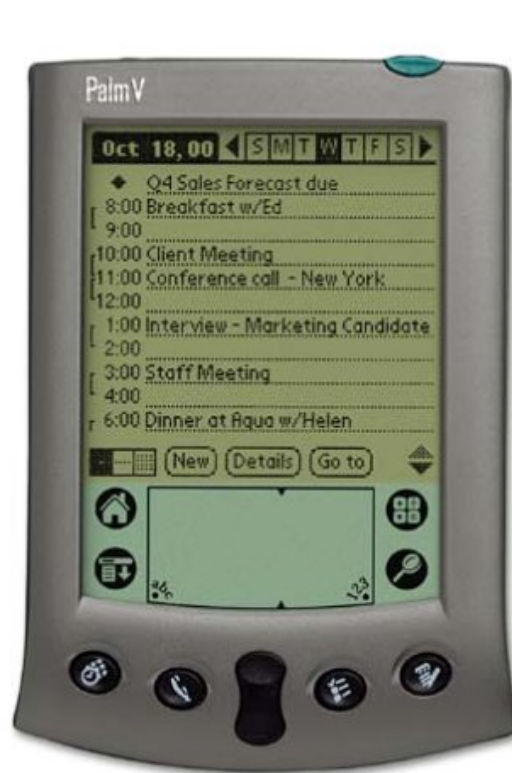


- Mobile Space
- What are governments doing?
- What is Spotlight Mobile doing?

Background



- Days of old...



Background



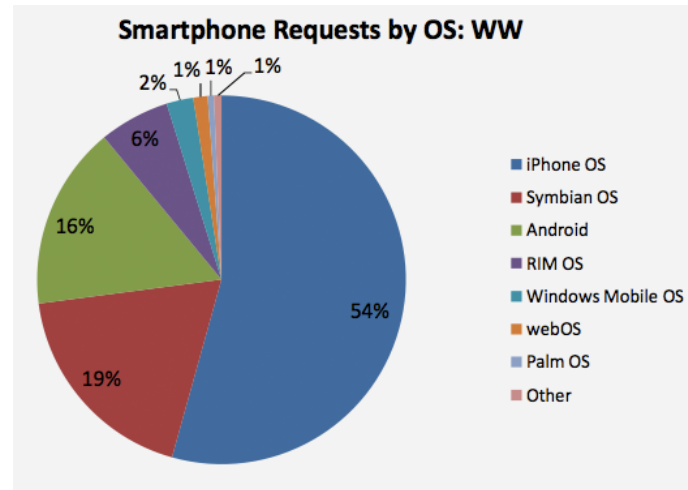
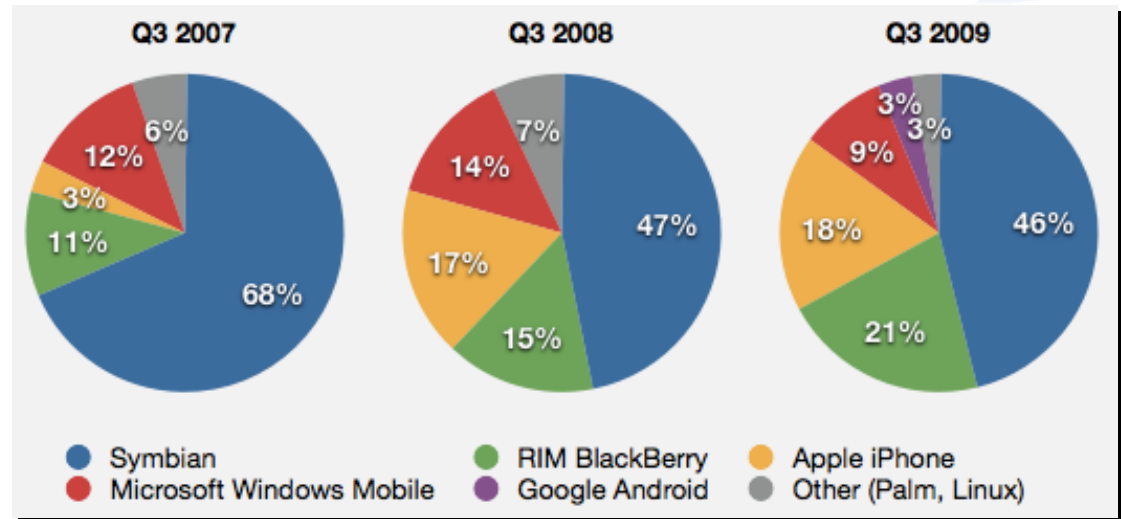
- Days of old...
- Smartphones
 - Palm Trio
 - Blackberry
 - iPhone
 - Android



Background



- Days of old...
- Smartphones
 - Palm Trio
 - Blackberry
 - iPhone
 - Android
- Adoption
 - 41.4m units sold Q3-09



Canalys: http://www.appleinsider.com/articles/09/11/03/canalys_q3_2009_iphone_rim_taking_over_smartphone_market.html

AdMob: <http://metrics.admob.com/wp-content/uploads/2009/12/AdMob-Mobile-Metrics-Nov-09.pdf>

What are governments doing?



- Public Data Sets
 - Transit Info
 - Find Gov Services(eg waste disposal locations)
- Public / CrowdSourcing
 - SeeClickFix
 - DC311
- GeoLoc services and data collection
- Surveys/census
- Training
- Public facing tours

What does Spotlight Mobile do?

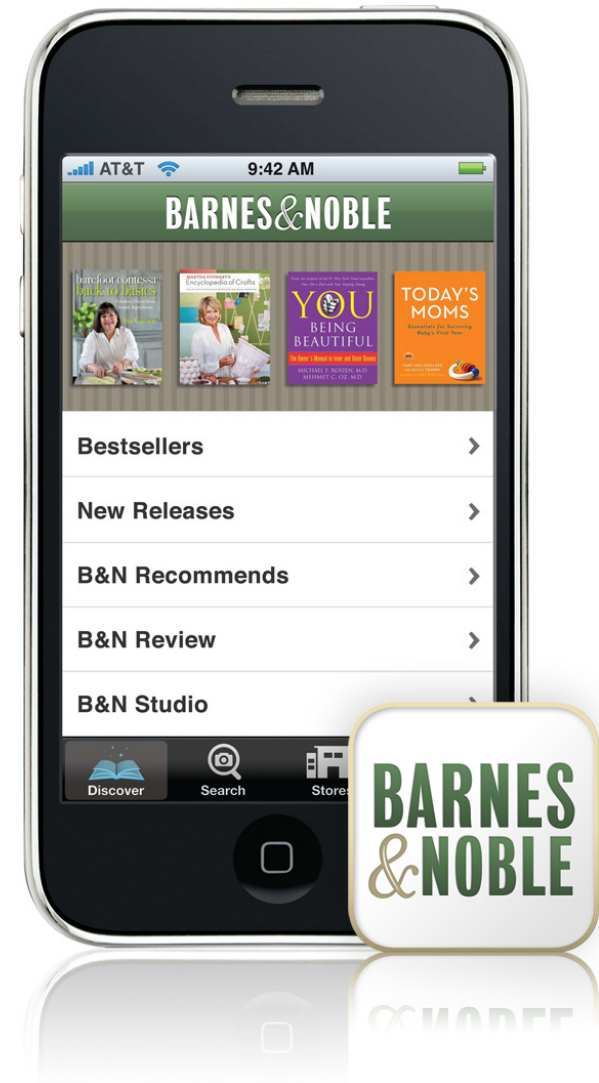


- We help get you on mobile
 - Consulting
 - Provide guidance on best practices for mobile
 - Idea generation/understanding
 - Execution
 - Products
 - Survey
 - eLearning
 - Tours

Consulting - Barnes & Noble



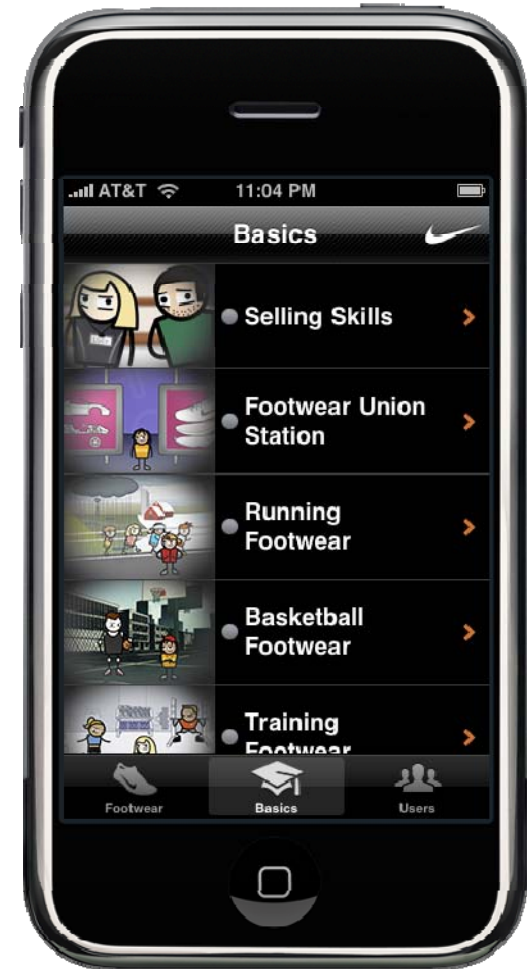
- Experience
 - Optimal UI
 - Easy navigation
 - Intuitive
- Performance
 - Content pre-fetched
 - High quality media
- “Wow”
 - Location awareness
 - Photo search



Products - Nike



- M-Learning
 - Staff in store get real time product info
- Surveys
 - Quick surveys of customers and staff
- Platform Based
 - SpotlightKit editing + management backend



Products - PAM



- M-Learning
 - Pick object from list, enter number, choose from map
 - Video, Audio, Text
 - Foreign Languages
- Location info
 - Tours/hikes, maps, hours, directions
- Surveys
- Platform Based
 - SpotlightKit editing + management backend



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