

iPhone/iPod Touch Applications



iPhone isn't just fun and games , it's also a business tool

- Businesses worldwide are benefitting
- 130,000 apps available
- 1 in 5 smartphones worldwide is an Apple iPhone
- Q4 2010 Apple sold 100% more iPhones than previous Q4
- The same apps run on iPod Touch and bigger, more robust iPad
- Apps can be delivered via iTunes or deployed locally on corporate hardware

Benefits

- Green alternative
- Saves money on print, duplication, fulfillment and shipping
- Reinforces brand as technology leader
- Increases excitement
- Can be reusable via content updates from web
- Connects attendees with event administration in real time
- In line with today's audience and social networking

Case Study: Kia Cash Bash 2009

- Kia Cash Bash annual national dealer incentive event
- IntoMotion software has powered the Cash Bash every year since 2004
- IntoMotion augmented the experience by placing an iPod Touch in the hands of all 235 attendees
- iPod Touch preloaded with custom app for the event
- Replaced traditional welcome packet and lanyard ID

IntoMotion

Creative Technology

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It's an ID Badge

Hospitality Desk registers attendees with iPod Touch app

Their name, store and qualifying data automatically display

Interface flops over to hide personal information and show their picture, name and store



It's an Event Kit

Through the Event Tab users flick through multiple pages of content about the event and venue

Content can be updated dynamically from the web over WIFI

With the Map Tab, users find key event locations with scroll and zoom



It's an event News Feed

Attendees can see and repond to a real time news, last-minute changes and real time contests via WIFI

It's Branded Game

Attendees can challenge each other with a branded game