

GLOBAL ENGAGEMENT LOCAL CONTROL



*Works With Any Device*

Globally

Every carrier

No app download required







# Our Practice Areas

A company that listens, knows, and cares

## Enterprise ENGAGE Technology


ENGAGE with your customers anywhere, anytime they need you. With our ENGAGE technology we optimize each connection between you and your customers. We allow a customer watching tv, driving in a car, reading a magazine, or shopping to engage with you. You can respond to your customers when, how, and where they need you. Our ENGAGE technology increases value, reduces costs, saves time, and decreases risk.

## ONE Touch

ONE touch, at the right time, can change a relationship with your customer. Using ONE Touch we allow objects or people to communicate with each other using natural or preferred behaviors. These behaviors can be active or passive. Engagement can occur by simply pressing a break pedal, reading a sign, standing in a room, picking up a box, photographing a part, walking by a guard stand, typing on a computer or sending a text. We don't change what you do, we don't change what your customers do. We just allow you to connect in a new and natural way.







“If you're puzzled by  
what dark energy is?”

We can help!

## Adaptive Response Technologies - ART

Knowing how and when to communicate is a work of ART. Using ART we analyze all the information about the customer and the engagement and then adapt a response to optimize that engagement. ART can trigger any response required. These responses can be subtle or dramatic. Messages can be sent, screens modified, content delivered, or physical triggers deployed. Responses are adapted to location, individual, groups, objects or any other criteria specified. It is all that your eyes can't see.







**BRAND EXTENSION  
MOBILE ENGAGEMENT  
SOLUTION**

## Mobius

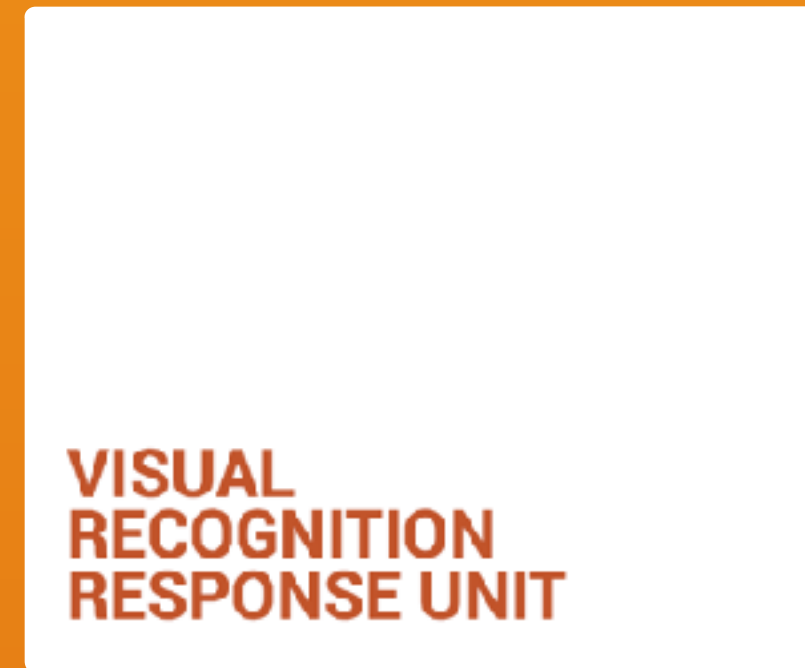
Anything that can be photographed or recorded can become interactive with Mobius



**DIGITAL CONTENT  
BROADCAST  
AND DISPLAY**

## CBN

CBN central manages the script and digital files for localized delivery on any type of display



**VISUAL  
RECOGNITION  
RESPONSE UNIT**

## VRR

Identifies demographic data from live or captured video for measurement of real time adaptation of engagement response



**MOBITAG**

## MobiTAG

A complete system to deliver human and camera phone readable tags that contain specialized features preventing duplication and source tracking





# Mobius Brand Extension Mobile Engagement

Mobius enables engagement opportunities between everything and everyone, everywhere.

**If you can see it or hear it, Mobius can too.**



**Aram Kovach**  
Mobius CEO

Mobius is installed on every camera phone ever produced.

**Mobius is available globally today**

**Mobius uses a simple call to action to engage**

**You decide how, when, and where Mobius should respond**

**Zero infrastructure, Zero up front investment**

Mobius records the engagement, capturing the customers mobile profile, then recognizes the content and delivers an adaptive response maximizing the value of each touch.

**Mobius connects the disconnected.** Advertising, packaging, products, labels, logos, buildings, people, and anything that can be photographed or recorded is Mobius ready.

Mobius provides an engagement opportunity anytime someone sees, hears, or thinks about your organization.

**Mobius delivers the highest value** at the lowest cost available today





# New Elements in Broadcasting

Digital File Broadcast and Adaptive Display Solution. Provides a complete internet video and digital file broadcast and display solution. CBN Players continually contact CBN Central to download updates to content and schedules.



The CBN Script displays any type of digital file on any type of screen. The files displayed can be interactive.



The display can be touch screen, lcd, projector, or interactive store window.



The display can adapt for a specific purpose based upon time of day or location. E.g. In store – from 7-10a training, 10-2 kiosk, 2-10p interactive store window.



Default scripts can be modified based on location, time of day, weather, user interaction, or any other variable desired.





# New Virtual Element Response

Live Demographic or Individual Data Capture



VRU can capture gender, age range, race, distance to object, time in area, and time viewing object.



VRU can recognize other objects such types of cars that pass a billboard.



VRU works with other response technologies such as RFID, touch, audio, and mobiTAG.



Adaptive physical or virtual responses can be triggered.





# New Reporting Element

Video Capture, Publishing, and Response



mobiReport is available on iTunes as a public demo of capabilities.



Private channels or branded versions are deployed for specific applications.



A private channel or private labeled version can be used for product training, customer service, sales support, and a variety of other applications where video and audio is the preferred form of communication.



[mobireport.mobiworld.me](http://mobireport.mobiworld.me)





Where QR Codes fail  
Mobius works wonders  
In the weeds  
When its hard to see details

MOBIUS ADAPTS AS IT LEARNS TO SEE





PROJECTS WE'VE WORKED ON



# Our Work Got Mustache

Milk integrated Mobius into its brand awareness  
GLOBAL print campaign

Over 15 million impressions received

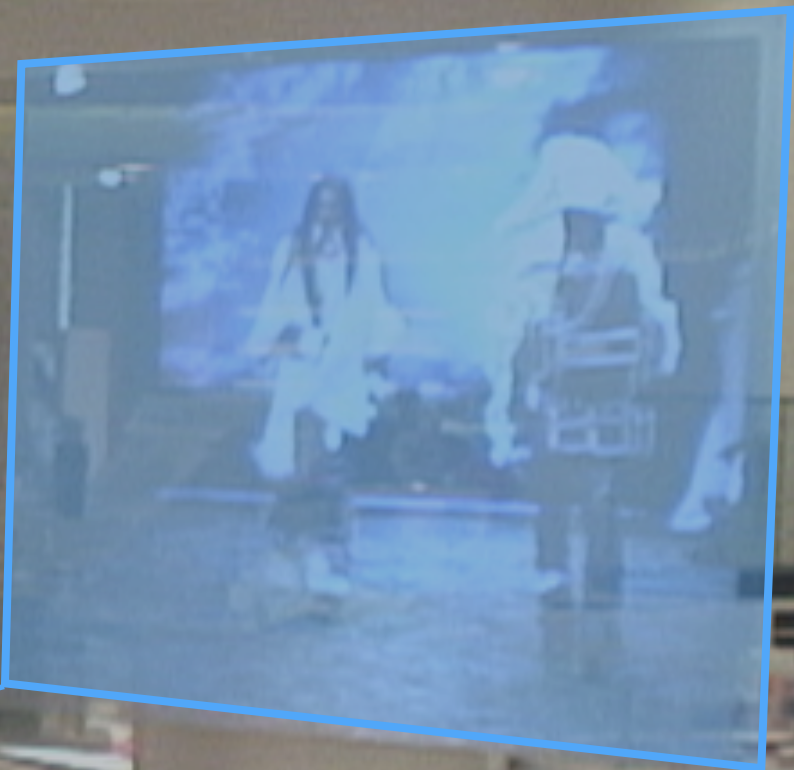
The Mobius Milk campaign captured everyone's  
mobile profiles that interacted







INTERACTIVE STORE WINDOW



Blend of technologies:

CBN, Mobius, VRU, RFID & Organic engagement

Active and passive engagement - touch screen, Holo projection, RFID, and visual recognition

Active and passive audience identification and tracking

Mobile phone interactive

Demographic adapted display

..... Dubai .....

# Saks Fifth Avenue

INTERACTIVE STORE WINDOW



# Playboy & Coty- Fragrance

- ✓ Mobius Enabled Print Ad - PG13 content delivery
- ✓ Two page spread in US Playboy magazine
- ✓ Simple call to action: "See exclusive videos of 2010 Playmates. Just take a picture of the Playmate from the magazine page and text it to [playboy@agm.tw](mailto:playboy@agm.tw) to get her exclusive videos."
- ✓ Resulted in national and international touch points
- ✓ Direct sales of the men's fragrance with order fulfillment and mobile commerce, product feedback impressions and capture of mobile profiles for purchasers and prospects for similar campaigns



from  
PLAYBOY'S  
2010 PLAYMATES



Shanna Marie McLaughlin

MISS JULY

"I get turned on by adventurous, spontaneous, athletic guys with a positive, fun-loving attitude. Inspire me."



Francesca Frigo

MISS AUGUST

"It's random, I know, but I love to watch a guy eat a big piece of chocolate cake. Weird, right?"



Olivia Paige

MISS SEPTEMBER

"I get turned on by a hardworking man with a good sense of humor. And nice guns don't hurt."



Claire Sinclair

MISS OCTOBER

"Boyish men who are slightly awkward guys with adorable laughs and eccentricities turn me on."







**FROM PLAYBOY ENTERPRISES, INC.**

**FOR IMMEDIATE RELEASE**

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***Playboy Magazine Features Mobius Mobile Image Recognition Technology  
in its January 2011 Issue  
Innovative Technology Powers New Playboy Fragrance for Men Ad Campaign***

**CHICAGO, Thursday, January 13, 2011** — Mobius© image recognition technology for mobile devices is part of an innovative, new ad campaign for Playboy's stylish Fragrance for Men by Coty Beauty in the magazine's January 2011 issue.

THE  
**BarCode™**  
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**BARCODE MENU**

- Bar code scanners
- Bar code printers
- Bar code labels
- Bar code software
- Bar code tags
- QR, Mobile codes
- RFID Products
- Smartphone apps
- Bar code Verifiers
- Bar code Ribbons
- All bar code products
- Bar code Companies
- Make a bar code

**Why Scan Barcodes When You Can Scan a Playmate?**

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**Playboy Magazine Features Mobius Mobile Image Recognition Technology in Its January 2011 Issue**

Consumers are becoming accustomed to receiving brand content by scanning barcodes with their mobile phones in magazines, packaging and signage. Recent studies show that almost half of all Android users have scanned a mobile barcode. There is no doubt that we are in the midst of a mobile revolution. But just as we've grown to love the pixel patterned graphic that is the QR code, we are introduced to its lovely, more mature cousin: Pamela Anderson—Err, I mean, Image recognition.

Playboy has teamed up with Mobius© to use image recognition technology for mobile devices as part of an innovative, new ad campaign for Playboy's Fragrance for Men by Coty Beauty in the magazine's January 2011 issue.

Mobile phone users who take a photo of any of the twelve 2010 *Playboy* Playmates featured in the ad and send it to [Playboy@agm.tw](mailto:Playboy@agm.tw) will receive access to exclusive, premium images and videos. In addition, users will be able to make secure mobile purchases of Coty's line of Playboy Fragrance for Men.

Mobius' mobile image recognition technology has several features which make it well suited for the Playboy Fragrance for Men by Coty ad campaign. First, Mobius mobile image recognition technology allows users to capture and retain an actual image of their favorite Playmates, as opposed to capturing a barcode or abstracted graphic, a practice that has lead to many a grumbling art director. Because of this actual-image capability, Mobius does not interfere or restrict creative services for ad design, and the end user captures a meaningful, shareable, branded image instead of an abstraction.

"We are excited to have this opportunity to partner with Playboy and Coty Beauty in introducing the next big thing in unobstructed visual mobile marketing," said Aram Kovach, CEO of Mobius. "Mobius image recognition technology lets brands retain their







## In Store Product Display

# Pennington Grass Seed

Mobius Enabled product packaging and in store display

Placed in all Walmart and Sam's Club stores

Display and packaging instructed viewers how to engage with the product to obtain tips for planting and smart planning with weather integrated advice

Delivered a response that included the weather forecast and tips for other product purchases

**Sales increased nearly 10% year over year.**





THIS APP WANTS TO USE YOUR ANDROID PHONE TO HELP SAVE LIVES

# Ryan's

# FAST COMPANY

## Guardian Angels

▶ 01:59

HD 02:01 🔊 🔍

A smart algorithm keeps an eye on you and your environment. When the app is running on your smartphone, it will continuously monitor your location, movement speed, forces of acceleration, and various data from other sensors. We use that information to detect situations that would indicate that you were in an accident. Your last known location and other vital information is sent to your “angels” (people the cell phone user chose to be notified), which can call you and notify first responders if you don't answer.

In case of a false alarm (you drop your phone, fall while snowboarding, or doing jumping jacks) the app may evaluate your fall as an accident. The cell phone owner can cancel and stop the notification from being sent to their designated “angels” by tapping the 'I am OK' button within the preset time limit.



# Coke Rewards

Mobius - OOH, Packaging and Gaming

Mobius enabled point of sale displays, product, and product banners

The product featured instructions for engagement

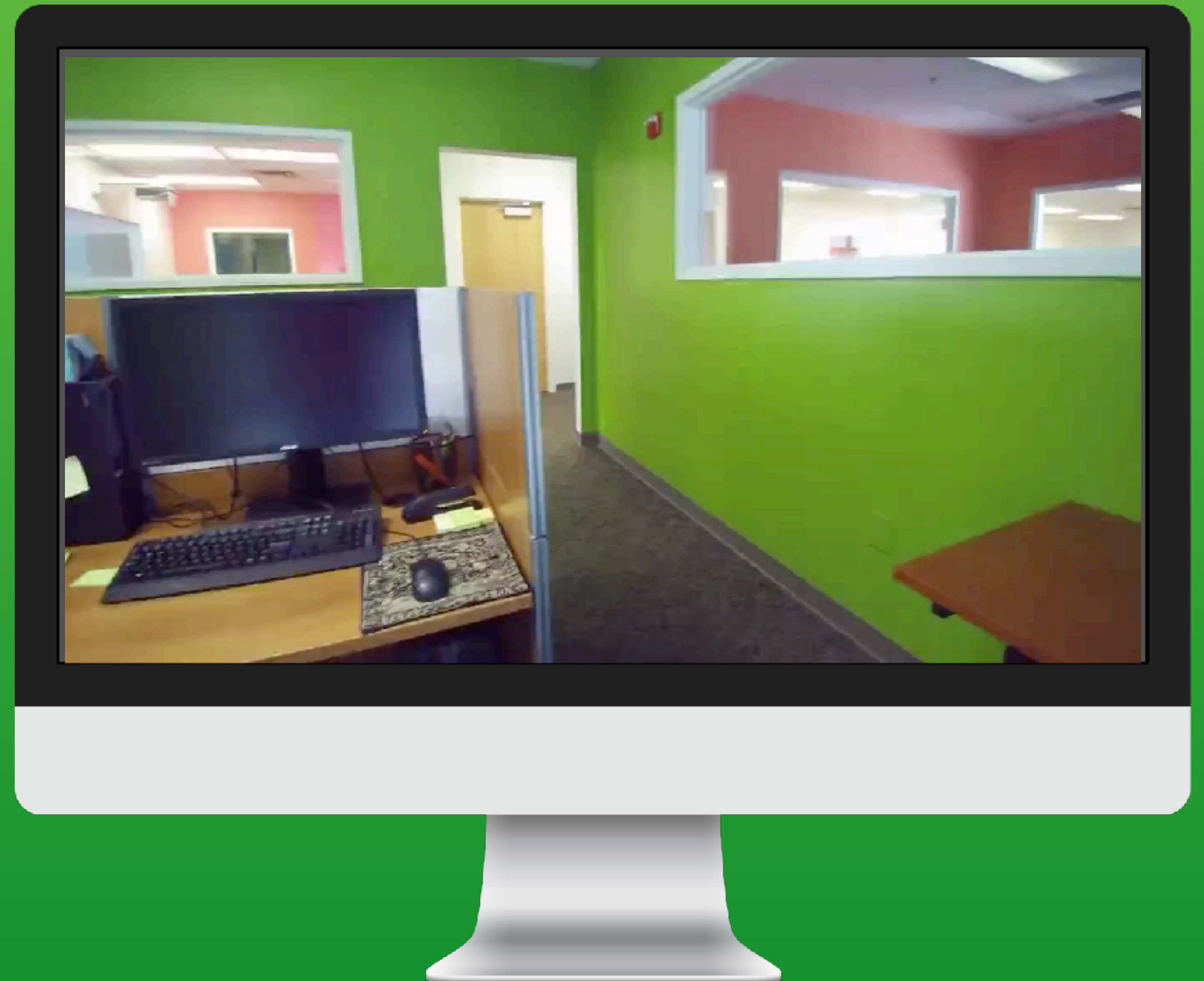
When a customer engages the brand through Mobius we provide a data refresh and link their mobile profile to their rewards account

Complete mobile profile update for each contact with the brand using Mobius technology

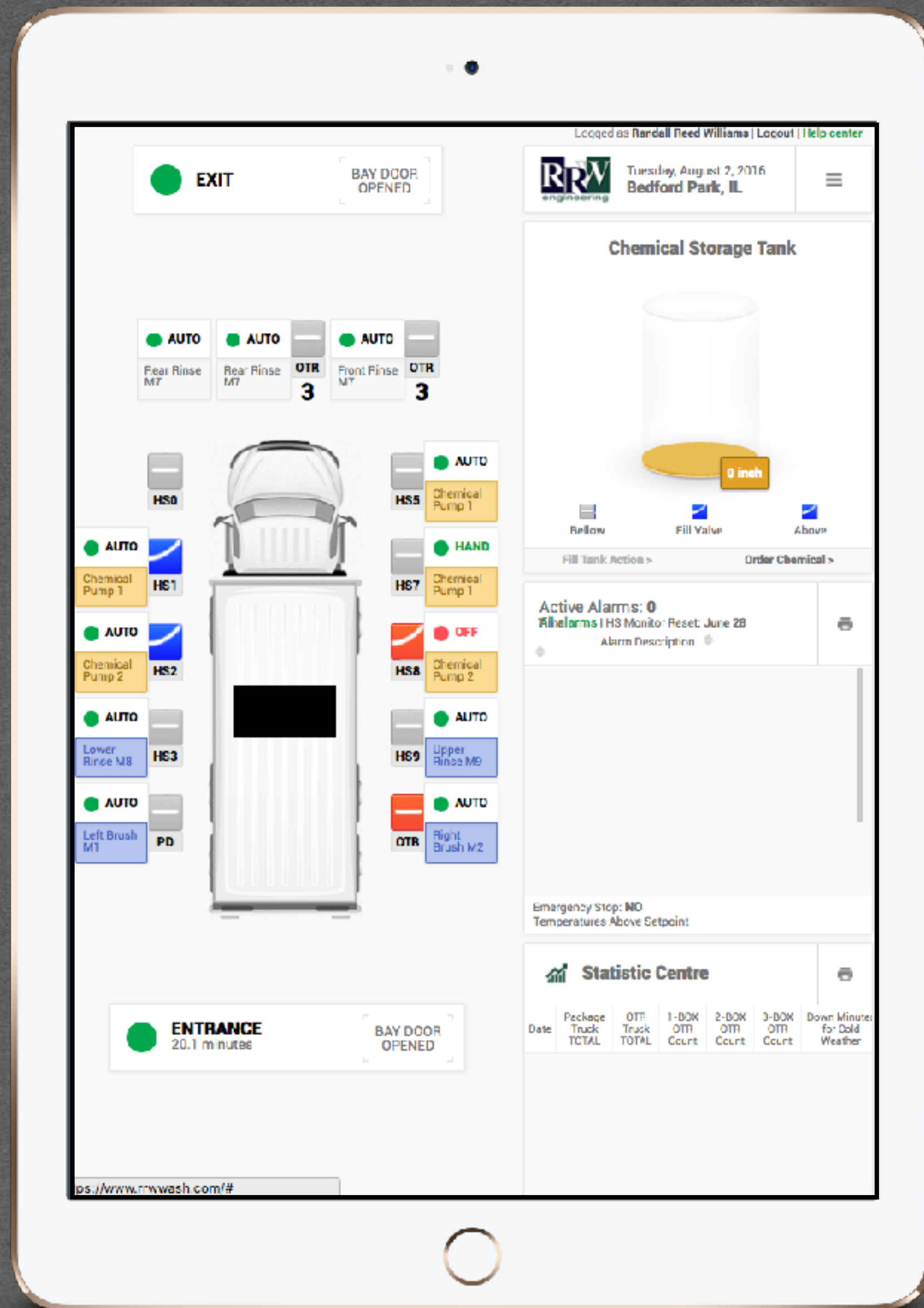




Benchmark  
interactive Warehouse  
systems  
Google Glass object  
image recognition  
concept







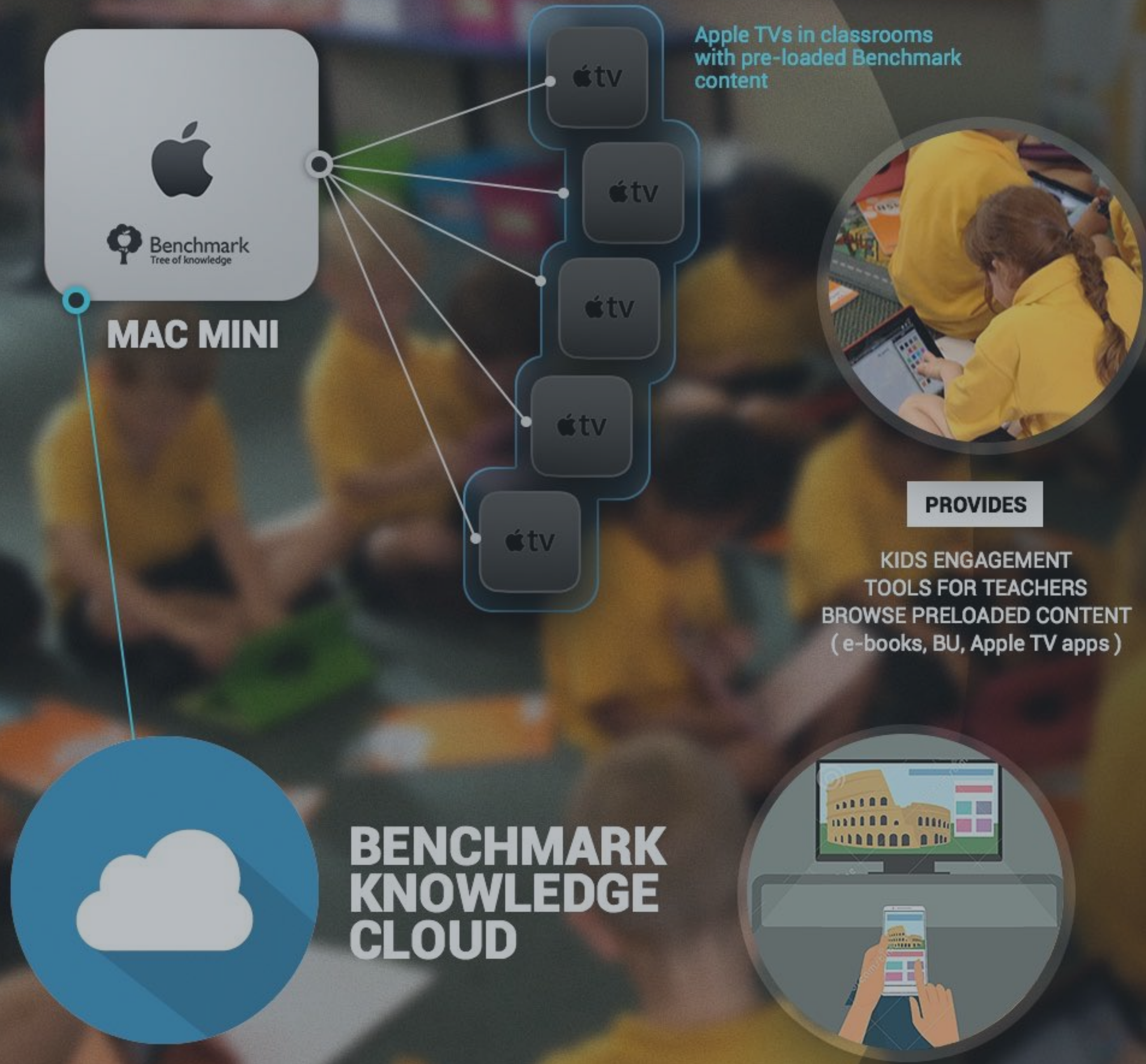
# Concept Visual Dirt Recognition

We know that your trucks and vehicles are the moving image of your brand – and that brand image needs to be clean and professional. We also know that time spent washing trucks and maintaining truck wash equipment adds nothing to your bottom line. So how do you keep your fleet clean without the headaches and hassle?

- Brand awareness and clean image representation
- Specific process saves on chemistry when not needed
- Visual representation of all vehicles washed
- Distinctly visual before and after video and still images



# Concept Interactive Adaptive Learning

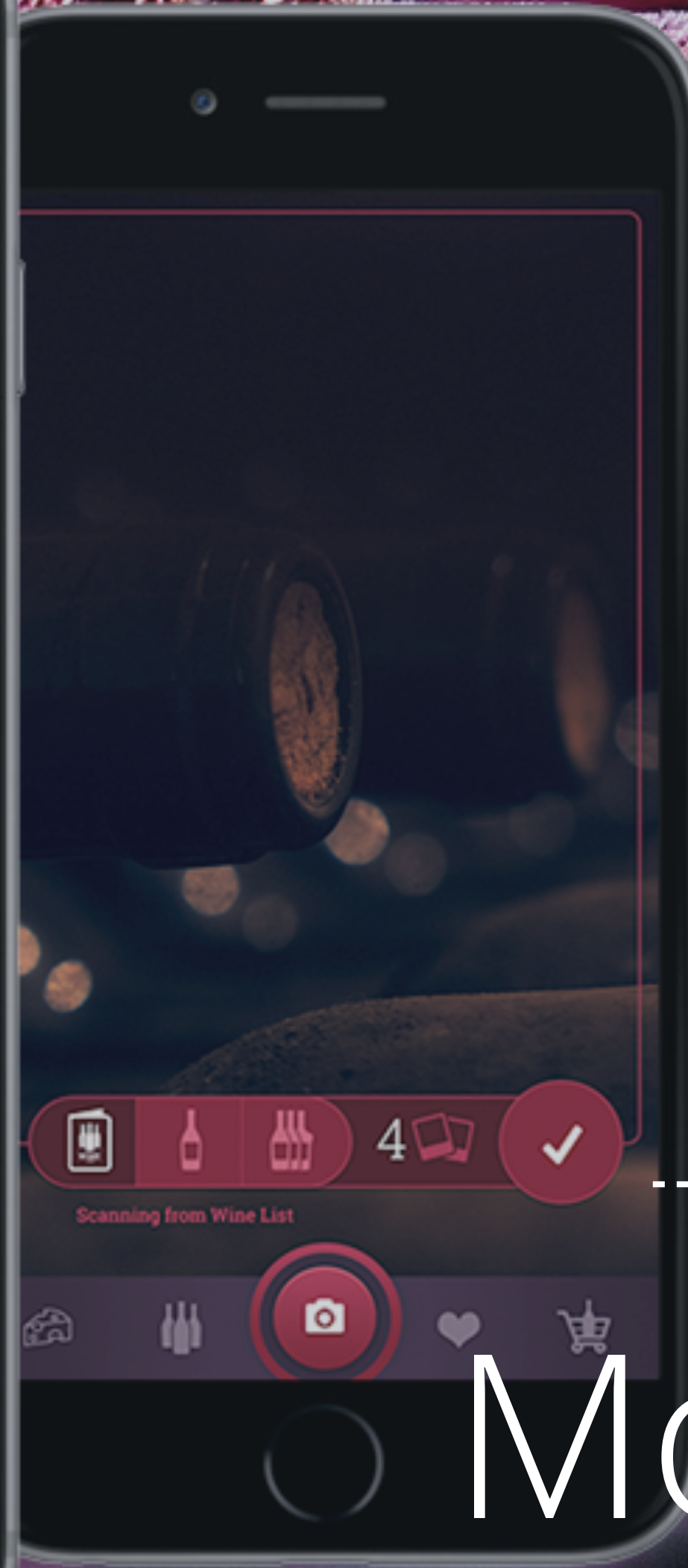
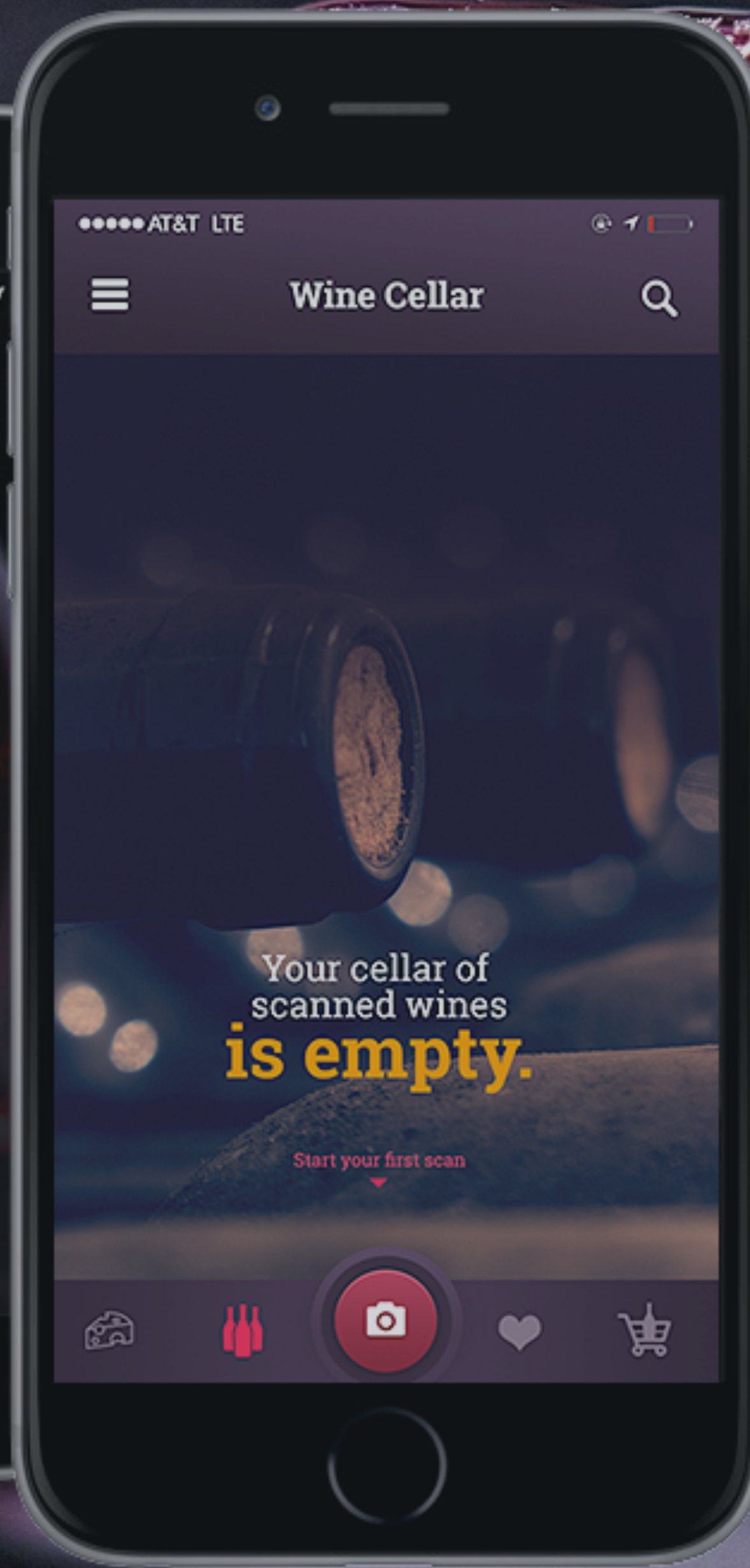


Tree of knowledge content provided  
by Benchmark,  
Technology provided  
by Apple



**BENCHMARK KNOWLEDGE CLOUD**





App

# MobiWine

WINE ATLAS FROM EVERYWHERE





# Time versus Money App

“What do you have: time or money?”

Time VS Money is an app that connects freelancers with potential customers

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**Aram Kovach**

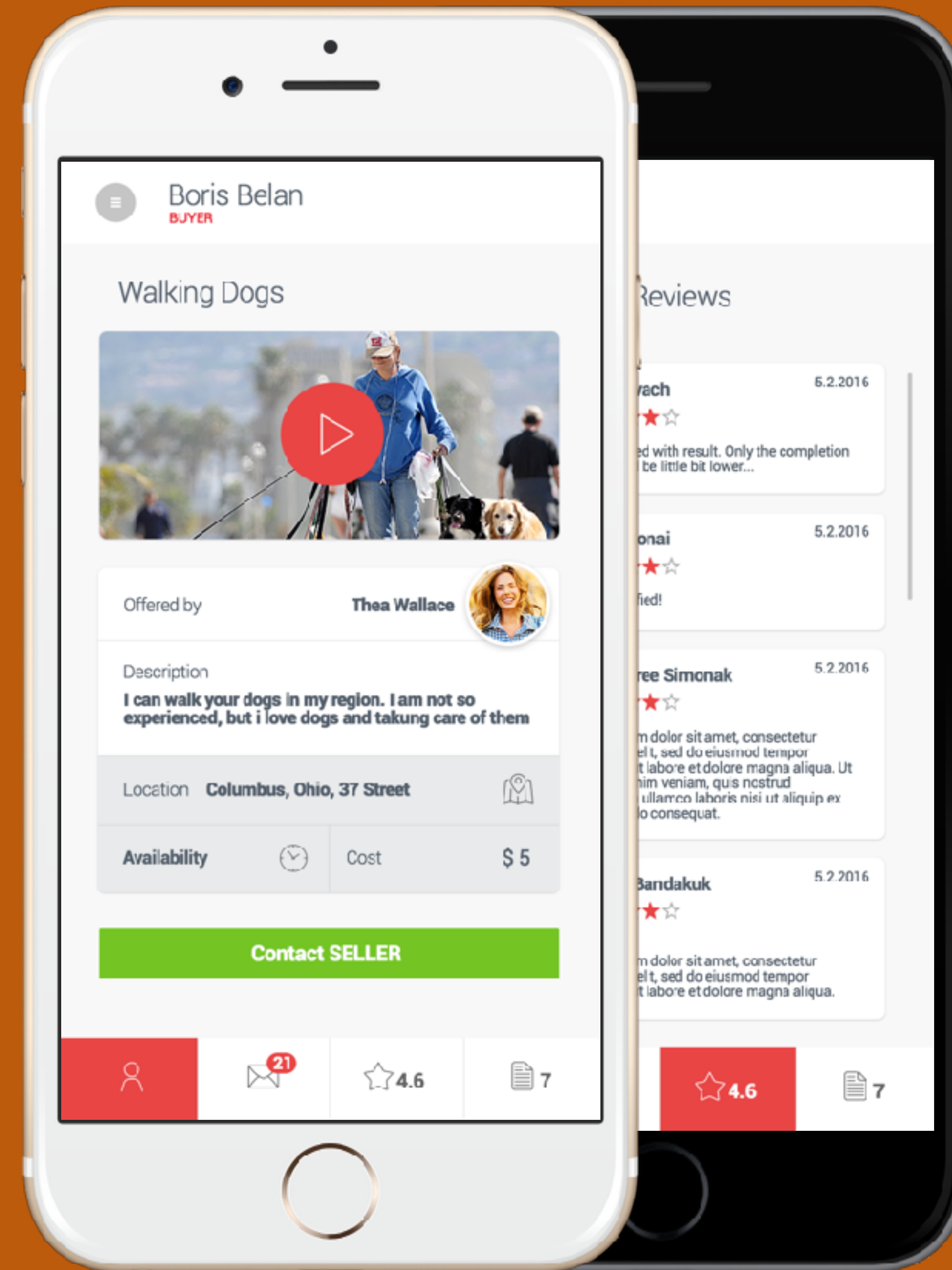
CEO



# Time vs Money

If you have a monetizable skill, we can help you connect with people that are interested in hiring someone with your skill set. Conversely, if you are looking to hire a freelancer, we can help.

- Quality ratings of service providers by clients
- Insured and Bonded
- Payments held in escrow until the work is performed
- Money back guarantee







## Clock Wise Hand Gesture Turns It On

Revolutionary in its simplicity , hold out a finger corresponding to the cooktop number that you want to turn on. Motion with your hand in a clockwise direction to unlock the burner, wait a second and its on. Raising and lowering your hand changes the set temperature of the corresponding burner.



*The End*