

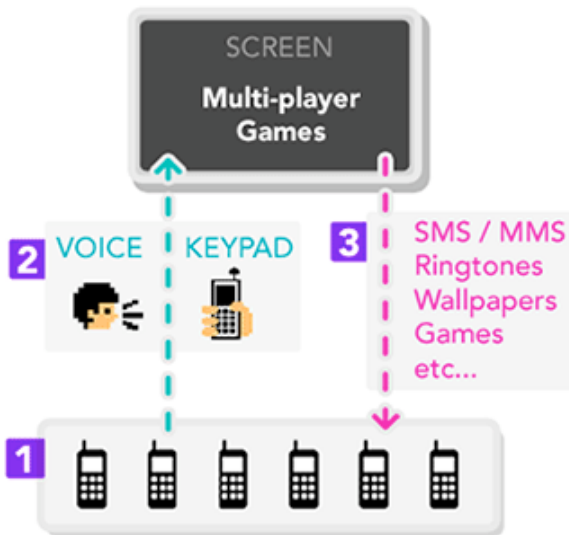
MEGA phone

Making Digital Signage Interactive

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General Overview

MegaPhone is a Phonecall-Controlled Realtime Multi-player interactive platform for big screens in public spaces. Anyone can use any phone from any service provider as a game controller. Players join the game by making a phone call to a regular phone number displayed on the screen, and they can see their input from either their voice or keypad immediately.



1) Anyone can use ANY phone from ANY service provider in ANY country as a game controller.

2) Players join the game by making a regular phone call, and they can see their input (either voice or keypad) immediately.

3) The experience can be followed up with an SMS, MMS, or digital content download.

MegaPhone is NOT a downloadable application that runs on your phone, and it's NOT a wireless network, like Wifi or Bluetooth. There are two ways to send input to the display: keypad and voice. The keypad can be used much like a video game controller, and the volume and pitch of the phone's microphone can also become input in the game. MegaPhone updates the game state on a shared screen, and can send custom audio and text messages back to each user. MegaPhone uses this mobile channel back to the caller to close the loop on out of home media advertising.

Unique Features and Benefits

Engagement: Real-time feedback and individual control mean users are much more entertained by MegaPhone, and spend more time with it than similar systems.

Tracking: MegaPhone tracks each user interaction by phone number, location, length of interaction and demographic information.

Mobile channel: MegaPhone can use SMS/MMS to send winners of contests a message to claim a prize, or allow the download of digital content such as ringtones, wallpapers, or games.

Customization: Games are developed in Flash, to integrate with existing workflows, and allowing for unlimited creativity for custom applications including dynamic data, audio, images, and video.

Multi-user: MegaPhone games can support hundreds or even thousands of players, with the real limits being the screen size and the game design itself.

Multi-location: MegaPhone can simultaneously connect multiple screens in different locations.

Portable: MegaPhone runs anywhere Flash runs. To deploy MegaPhone you only need a suitable screen, a standard PC (Mac, Windows, or Linux), and an internet connection (1.5 mbps of bandwidth). The rest of the MegaPhone system is hosted at our data center.

MegaPhone turns pedestrians into players!

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