

MegaPhone Overview Page 1

MegaPhone is the leading provider of phone-call based, real-time massively multiplayer games for out-of-home digital signage.

The MegaPhone system can be defined in three parts:

■ Interaction – Engage your Audience in a Branded Experience

MegaPhone is a proprietary software application that lets users call a phone number and join a branded, multiplayer gaming experience on a big screen.

- ▶ MegaPhone games are built in Flash, and can be custom designed for any location or number of players. MegaPhone's software is built to be flexible, scalable and compatible and can seamlessly integrate with existing brand campaigns.
- ▶ Buttons or voice data control the game. Your phone becomes a joystick!

■ Connection – Keep the Conversation Moving Towards a Transaction

MegaPhone is a mobile content delivery system

- ▶ Brands can extend their relationship with their audience using the mobile channel. Through the engagement with its games, MegaPhone adds users to branded mobile campaigns, and delivers custom mobile content including unique SMS/MMS messages, ring tones, wallpapers, and promotions

■ Feedback Loop – Understand Your Audience and How They Feel About Your Brand

MegaPhone is a powerful analytics platform that gives you a clearer picture of your audience and helps you build brand enthusiasts.

- ▶ Megaphone tracks all interactions and outcomes while aggregating data for each unique caller. Based on GPS call location, time stamping, call length, buttons pressed, bounces, sharing, word of mouth, drop triggers and mobile channel content engagement we can define a psychographic profile of your consumer.

Stakeholder Themes:

For **end users**, it's about casual gaming, community and rewarding experiences.

For **brands**, it's awareness & engagement, data feedback and transaction focused.

For **media inventory sellers**, MegaPhone is efficient, innovative, and valuable.

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The MegaPhone Advantage comes from its **Technology** and **Culture**

Technology

■ Flexibility

- ▶ Hosted service with no special hardware or software requirements
- ▶ Virtual integration. No need for on-site personnel.
- ▶ Fast product development cycles keeps costs low
- ▶ Connect many screens simultaneously for multi-location gaming

■ Open Game Development Platform (API / SDK)

- ▶ Brands and agencies can build their own games to use on the MegaPhone platform.
- ▶ Existing games, applications, artwork, animations and music can be repurposed.
- ▶ Allows for greater efficiency, customization and lower application costs.

■ Compatibility

- ▶ MegaPhone can power any digital screen that is connected to a CPU.
- ▶ Any game that can be built in Flash can be MegaPhone enabled.
- ▶ MegaPhone is carrier agnostic, device agnostic and works anywhere in the world.

Culture

■ Creative Philosophy

- ▶ MegaPhone believes that there's nothing more fun than playing games against other people either in competition or collaboration.
- ▶ MegaPhone recognizes that brands are best experienced in a social environment.
- ▶ MegaPhone's core team is made up of game players and designers who understand that the value of the experience is based on the quality of the gameplay.

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■ Team

- ▶ MegaPhone was founded by Jury Hahn as her Master's thesis at the NYU Interactive Telecommunications Program (ITP).
- ▶ Her team includes award winning designers and technologists with diverse backgrounds, including software engineering, telephony, and brand marketing.
- ▶ MegaPhone is represented by the Safran Digital Group, Hollywood producer Peter Safran's digital entertainment and media division.
- ▶ Jury Hahn is featured as the Alpha Geek in the upcoming June 2008 issue of Wired Magazine.
- ▶ MegaPhone team highlighted as one of the O'Reilly Faces of Innovation 2008
- ▶ MegaPhone selected as one of Contagious Magazine's Most Contagious 2007

■ Company Overview

- ▶ Incorporated in 2007.
- ▶ Funded in 2008.
- ▶ Offices in New York and Los Angeles.
- ▶ Strategic relationships with Omnicom's The Marketing Arm, Davie Brown Entertainment and ipsh! mobile marketing agencies
- ▶ Growing network of international distributors



■ **LOCATION**

2008 NBA All-Star Game, New Orleans

■ **OBJECTIVE**

Mobile mailing list subscriptions, drive foot traffic to promotional store, raise brand awareness

■ **APPLICATION**

"Shelltoe Shoot-out," a custom shooting game with 20 unique avatars, health meters, and obstacles

■ **UNIQUE DEPLOYMENT ASPECTS**

Completely portable solution

- Promotional van with internal back projectors
- Requires no external hookups: onboard generator for power and internet through 3G wireless data card



UNIQUE APPLICATION ASPECTS

- ▶ Branding of all game elements, including avatars dressed in iconic adidas clothing, logos used as projectiles, adidas shoebox used as obstacles
- ▶ Location based SMS: callers received a message with walking instructions to adidas store closest to the game location
- ▶ SMS mailing list integration: callers had chance to opt into existing adidas SMS mailing list for special events during the All-Star weekend

RESULTS

- ▶ Over 100,000 logo impressions
- ▶ Produced 3 times as many signups to the SMS mailing list as all other promotions (As the main sponsor of the All-Star Game, adidas purchased all billboard inventory in the city, erected temporary billboards throughout the downtown area, and had numerous events and street teams)
- ▶ ½ as many opt-outs as other sign-up sources



MegaPhone Case Study Philadelphia 76ers



LOCATION

Wachovia Center concourse, Philadelphia

OBJECTIVE

Add users to mobile mailing list, sell in-game advertising inventory to sponsors

APPLICATION

"Shout 'N Shoot," a carnival-style basketball game that runs before, during halftime, and after 76ers games

UNIQUE APPLICATION ASPECTS

Win luxury box tickets by beating the high score

UNIQUE DEPLOYMENT ASPECTS

Second version of game runs on high foot traffic South Street location, in Philadelphia's City Center

FUTURE EXPANSION

New game for larger screen being installed for 2009 season



MegaPhone Case Study Palm Centro



LOCATION

Palm Centro Launch Party, Chelsea, New York

OBJECTIVE

Entertain and engage users at the launch party, get the new Centro (second generation Treo) into user's hands for tangible experience with the product

APPLICATION

"Phone Zap," a custom shooting game

UNIQUE ASPECTS

- ▶ Game integrated with sampling campaign, MegaPhone staff distributed demo Centro units to players
- ▶ Custom Palm avatar when calling from a provided Centro handset

RESULTS

- ▶ Engagement from over 25% of attendees
- ▶ Average interaction time with the MegaPhone application was over 3 minutes
- ▶ Lowered barrier for exploration of phone features after game play



MegaPhone Case Study Alcatel-Lucent



LOCATION

CTIA Wireless 2008, Las Vegas

OBJECTIVE

Sales lead generation, capture client opinions, join mobile mailing list

APPLICATION

Voting system with real-time feedback through moving bar charts

UNIQUE ASPECTS

- Final question allows user to join mailing list
- All answers stored in database for reporting purposes

MegaPhone Case Study Vanish Stain Remover



■ LOCATION

Supermarket, Sao Paulo, Brazil

■ OBJECTIVE

Stop foot traffic in front of point-of-decision in store aisles

■ APPLICATION

"Dirt Invaders," Space Invaders style game, with the Invaders being dirt spots on a shirt, and the ship being a bottle of Vanish

■ UNIQUE APPLICATION ASPECTS

Re-purposed existing Flash game and all assets

■ UNIQUE DEPLOYMENT ASPECTS

Ran on a plasma screen in-store alongside the product

■ RESULTS

2007 El Ojo de Iberoamerica advertising award