

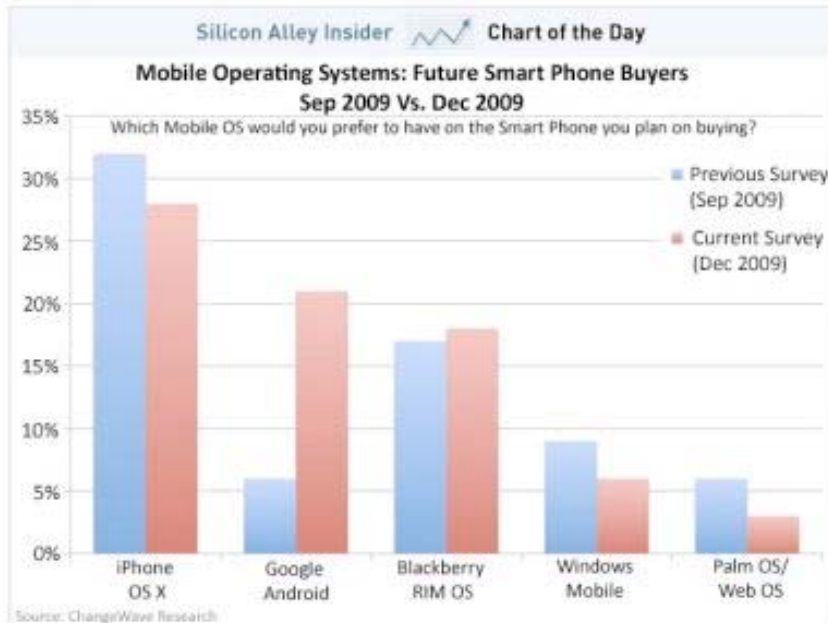
Mobile Market

Ben Goretsky
CEO / Head of IT Development

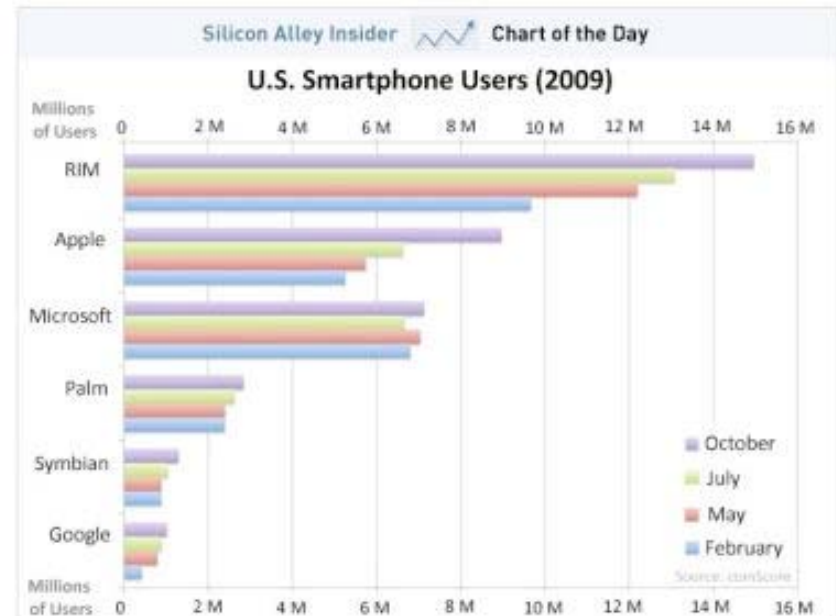


Where is the Mobile Market

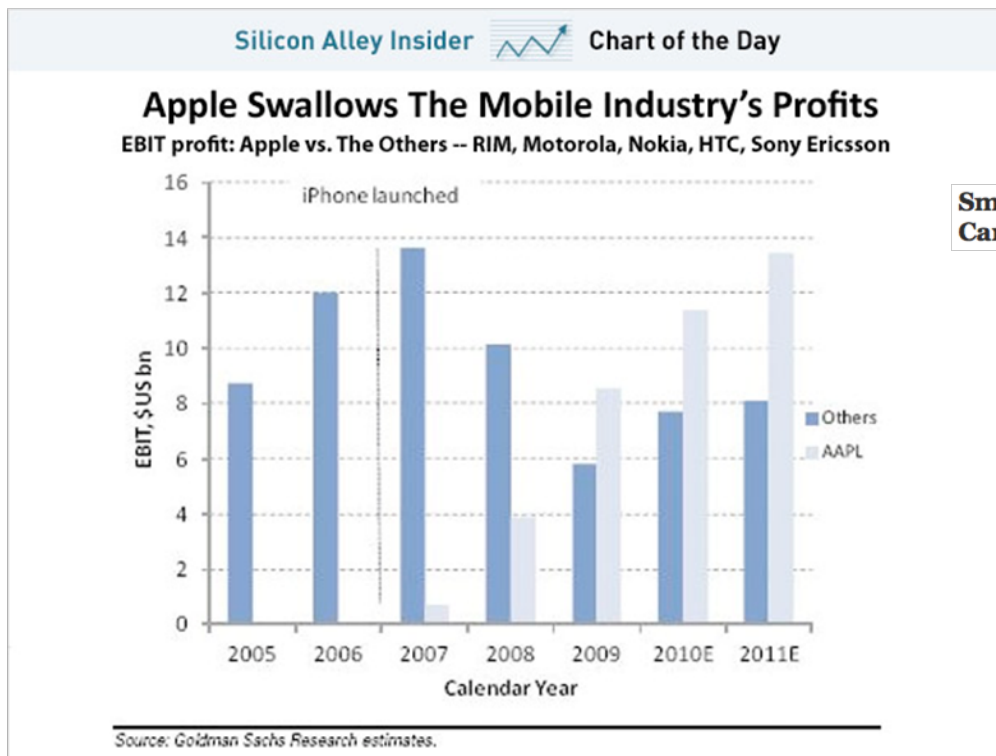
Android Taking Wind Out Of iPhone's Sails



iPhone Blows Past Windows Mobile



Where is the Mobile Market



Smartphone Market Still Growing, Big Opportunity for Carriers and OEMs



Where is the Mobile Market

- International CES 2010, Las Vegas Jan.7-10



- Over 20 New **Android Phones** Announced
- Over 15 New **Windows Mobile** Announced
- **iPhone** and Slate Devices/Add-on Taking Over
- **BlackBerry** Consumer Friendly Solutions

Supported Devices



Made for
iPod iPhone



95% Of All SmartPhones on ANY Network



Education Advantage

- People Used to “Phone Interface”
- Like using their existing device
- Less education required = Faster Setup



Cost Advantage

- Cost Effective Mobile Device
 - Versus \$800-1200 Wireless Machines of Past
- Existing Phones/Data Plans
- Wifi/Mifi More Available for Mobile Devices

What's My Market

- Basic... The Mobile Merchant
 - Delivery
 - Service Repair
 - Kiosks
 - Fairs
 - Transportation
- **ANY** Retail Merchant
 - Full Point of Sale System for Any Retail Environment



Security

- PCI-Compliant /PA-DSS
- E2E Encryption
- Tokenization
 - No Card Data on Device



Thank You

