



Mobile Media for Fairs, Expositions and Events

Brought to you by:



Who is Bibisi?

2011/12 - Seven Addy Awards in Mobile

International Downtown Merit Award for Innovation
River Walk Tour

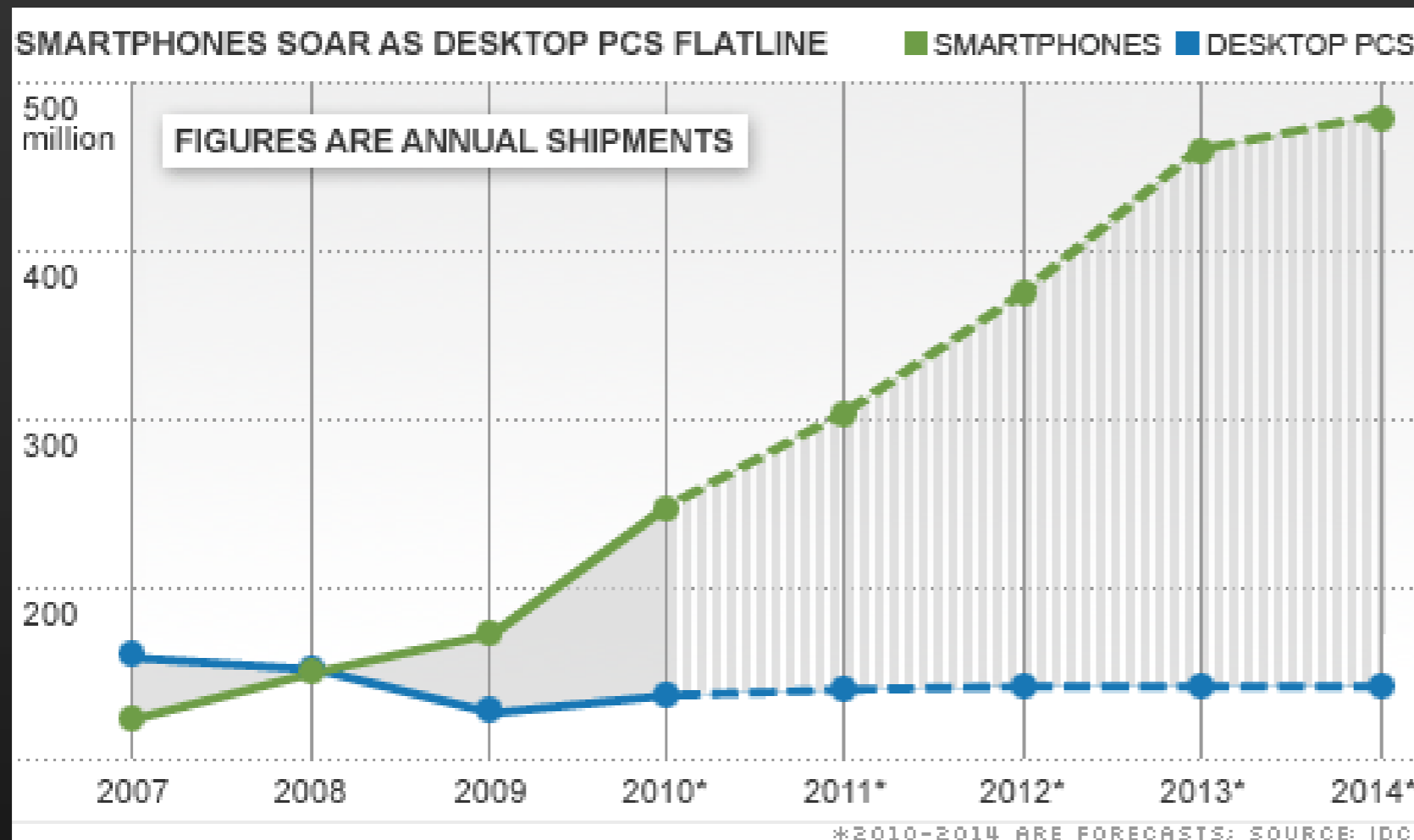
Preferred Mobile Vendor for the TTIA

We provide mobile services for Fiesta San Antonio, Borderfest,
Rio Grande Livestock Show, San Antonio Livestock Show,
Poteet Strawberry Festival and more!

Locations in McAllen, San Antonio, & Dallas

Mobile Media Trends

Mobile is Out of Control



Mobile is Growing
at a Rate of 8 X
Faster than the
equivalent point
that The Desktop
PC Experienced.

PC Sales are also Hurt by the Millions of Tablets that were
Sold in 2010 and 2011

Mobile Internet

Smartphone Penetration is now at 48% and Projected to Double in the Next 24-36 Months!



Mobile Internet Browsing has now surpassed PC Browsing!

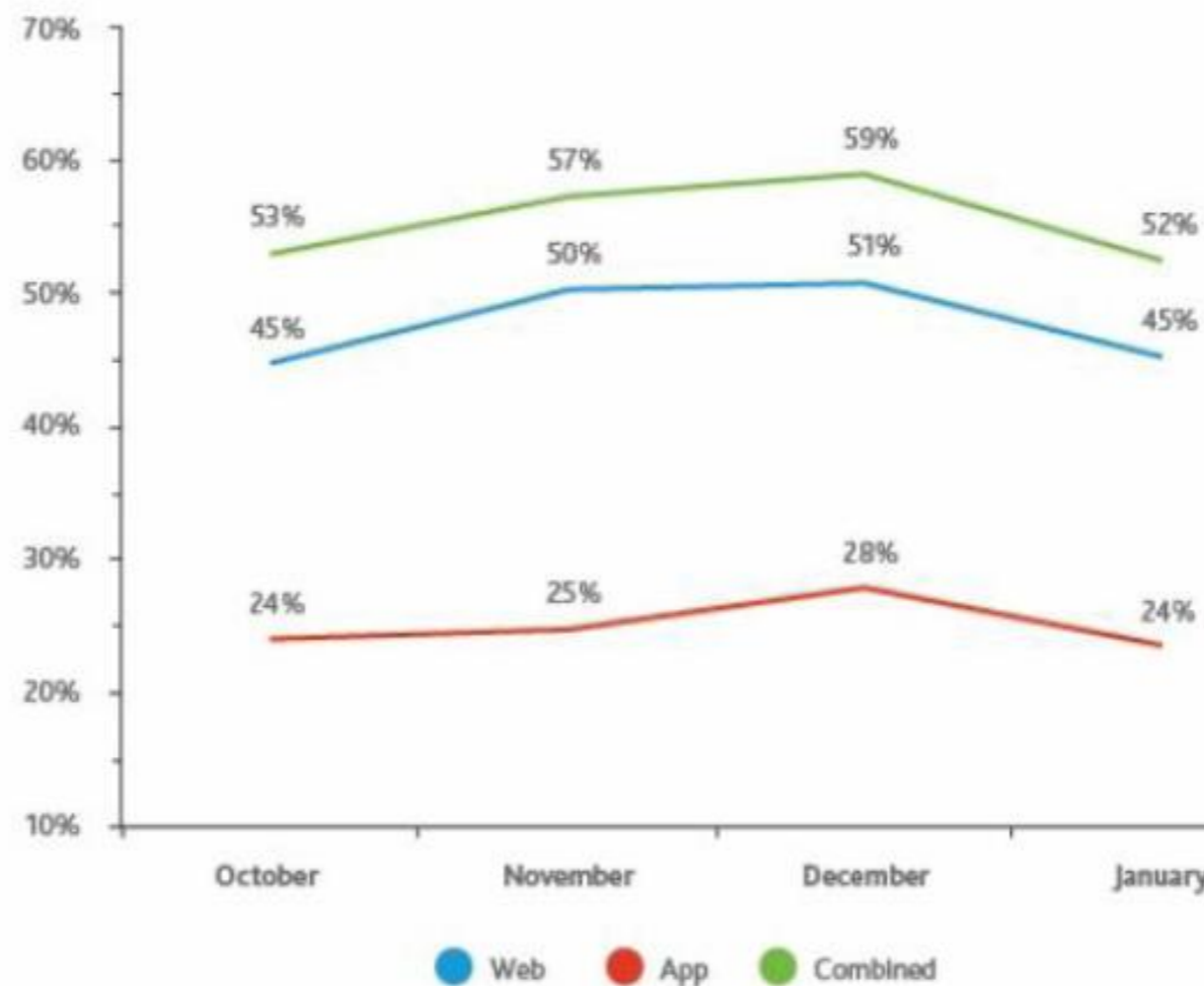
5X mobile vs. PC. Source: Google

Mobile web is more prevalent than apps

The top-5 retail mobile apps and sites reached nearly 60% of smartphone users this holiday season

Top-5 Retail App and Mobile Website Active Reach %

US 18+, iPhone and Android, October 2011 – January 2012



Note: Top-5 reaching retail mobile apps/sites are Amazon, Best Buy, eBay, Target and Walmart

Source: Nielsen

nielsen

Texting in Texas

El Paso is the Top Texting City in the United States!

12 Other Texas Cities in the Top 50 including Houston, Dallas, Austin, San Antonio, and Rio Grande Valley!

Text Message Use by City

Introducing Nexus One

View the New Phone by Google. Fast, Light with Many Cool New Features!



Ads by Google

If you live in El Paso, Texas, you are part of the city that has the largest percentage of its residents

considered to be avid text message users.

Fifty-seven percent of El Paso residents use text messaging

compared to the national average of 48%, according to a study from Scarborough Research. The lowest use of text messaging—**Grand Rapids, Michigan**, which was recently named the Bingo Capital of the United States.



Grand Rapids, Michigan has the lowest percentage of text message use in the USA.

The study did not determine why El Paso fared so well, but the demographics of the city clearly were a factor. Heavy text message use is found in young adults age 18-24, in Hispanics, and in African-Americans. El Paso has a high percentage of its residents in these market segments.

Text Messaging is a Fantastic way of Communicating to the Masses!

Custom QR Codes



The QR Code is hot right now...
And customizing them can add to your branding.

Custom QR Codes



Personalized Code for The Green Bay Packers

Want to be as Mobile as Aaron Rodgers?



**Scan above to download
a Packers Wallpaper
right on your phone!**



Scan to receive an incentive, like a mobile wallpaper for your smartphone.



Once the code is scanned, a Data Capture screen prompts users for information



Once data is entered, a customized wallpaper is delivered to your smartphone

Mobile Engagement at Your Event



How Do you Reach People on their Mobile Device?



We Will Outline and Break Down the Process for Engaging Audiences with Mobile at your Fair or Event!

The Mobile Lifecycle of your Event

Before Event

PHASE 1

Build Awareness

Pre-Sale Tickets

Engage by
Sending Mobile
Directory of Event

During Event

PHASE 2

Engagement

Instant Information

Couponing
&
Sponsorship
Opportunities

After Event

PHASE 3

Feedback

Databases

Remarketing

The Entire Time You are Engaging your Customers and Providing Them Information, You Are Also Capturing Valuable Data!

Before Event

1

Provide People A Reason to Opt In

2

Text for More Information

3

Text to Win Tickets for Events

4

Text to Get an Event Directory

Use Multiple Touchpoints to Effectively Market Your Offers

During The Event

Send out Alerts During the Event to provide real time information such as showtimes, cancellations, schedule changes, emergencies, and more!

Send out Sponsored Text Messages and Get Paid!

Use Mobile Directories as a virtual Information Booth
(this can include Weather Delays, Emergency Information and Much More!)



After The Event



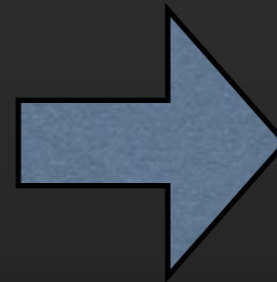
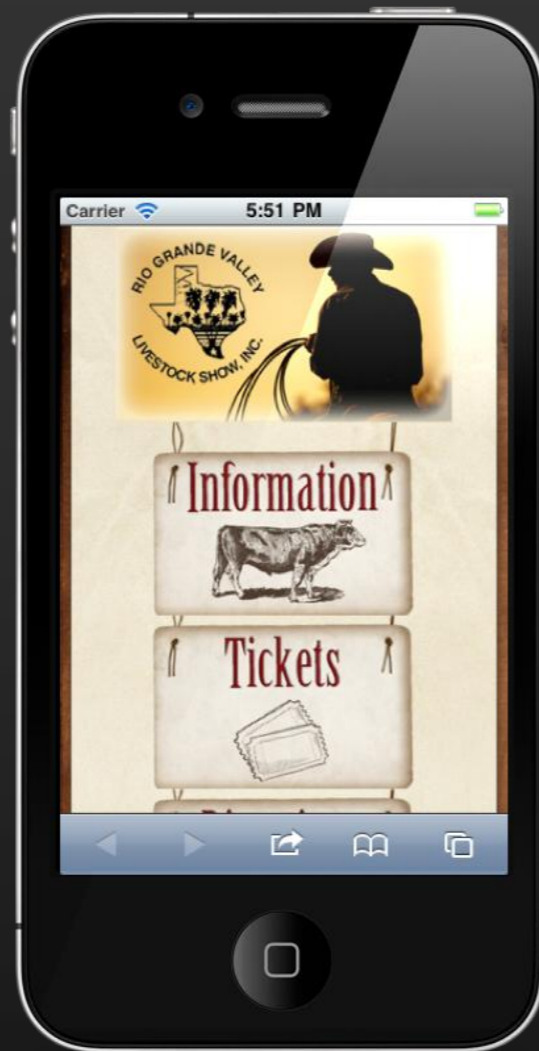
Survey Online



Mobile Survey

Survey Data Gets Combined and is provided via a Dashboard for you to see Results

Tying It All Together....



Using traditional media, you can advertise a QR code to scan, leading you to a mobile product, with coupons and GPS directions to your event.

Event Directory



Designed Specifically for Smartphones

- * Easy to Read
- * Optimized Display for each type of Mobile Device
- * Interactive GPS Mapping
- * Click To Action Buttons



Why an Event Directory?
Mobile is Exploding!

It is the fastest way people are getting information on the go!

Cross Platform Support



Make Sure your Event Directory is built for New Tablets as well as Smart Phones!

GPS Mapping

The Application Uses the Built In GPS Functionality of your Smartphone and provides Real Time Feedback!

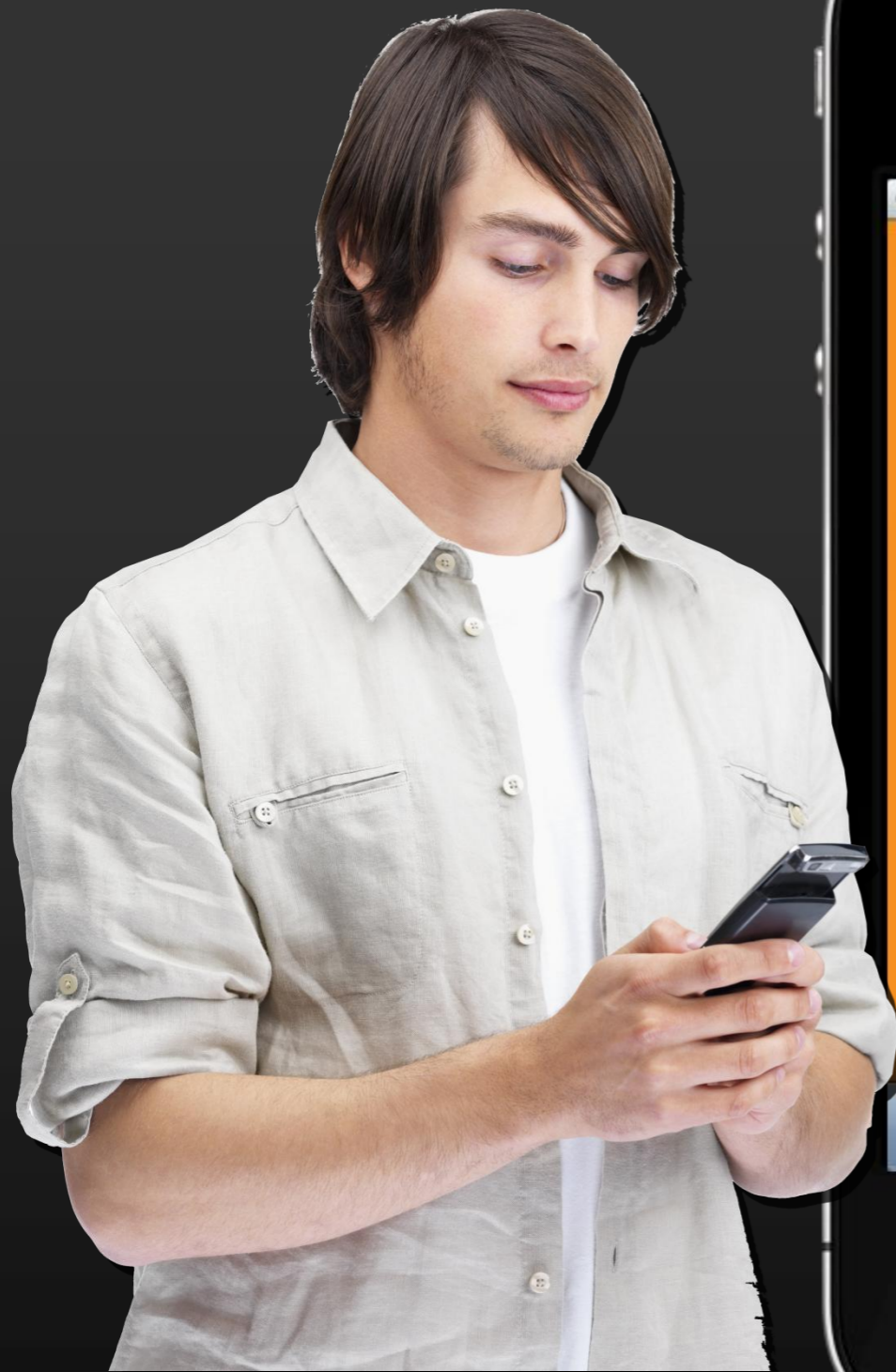


GPS Navigation works well with all types of Today's Smartphones!

Event Updates

The Fast and Easy Way to Access Event Information!

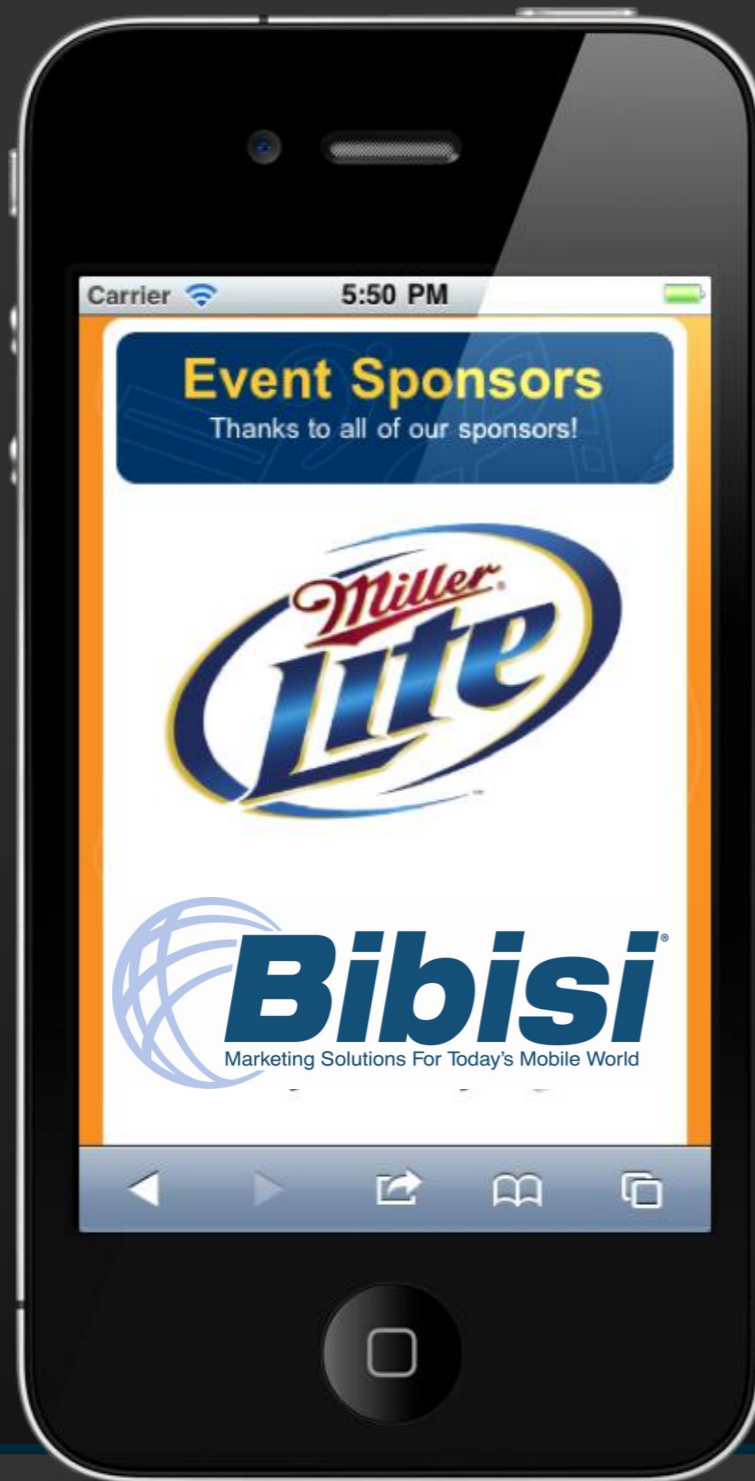
No Manual Updates Needed Ever!



Utilizes Direct RSS Feeds from your Website for the Event Directory

Sponsor Advertisements

Option for Banner
Advertisements to
Increase the Value
of the Directory
and Provide a
Unique Revenue
Source.



Banner Advertisements can be created within the Directory and Can Utilize a Content Managed System to Allow Easy Modifications.

Mobile Video

Optional Mobile
Video Feature:

Anyone with a
Smartphone can
Launch a Video
with a Single
Touch!



Mobile Youtube is the only way to Optimize Video for Playback through A wider selection of Smartphones and Smart Tablets!



Sell Tickets Through The Mobile Channel!

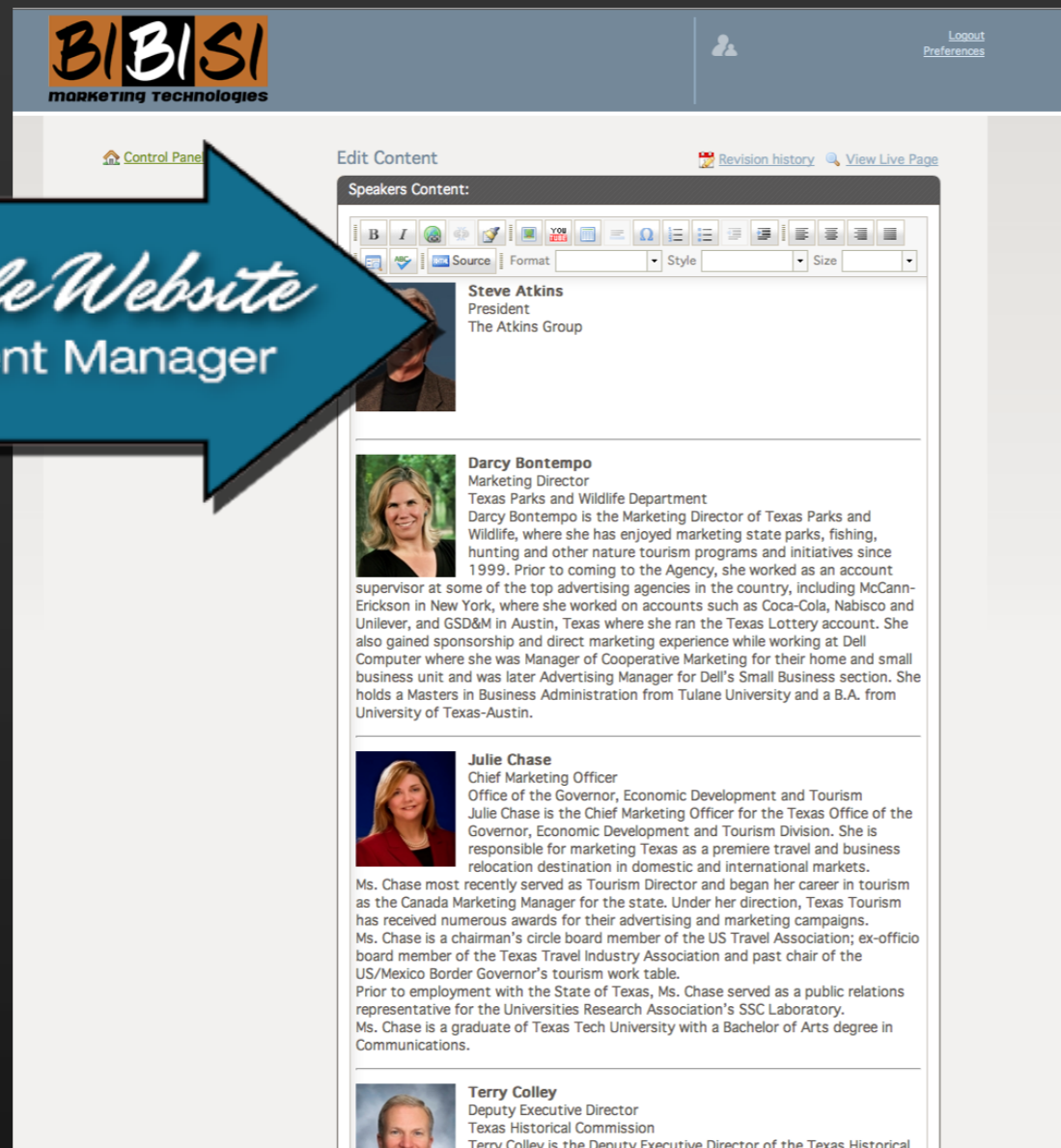
Collect Credit Card Payments through Mobile!

Boost Your Event Pre Sale Tickets!

Works Great with SMS

On Trend, as People Become More Involved with Mobile Banking and Purchasing Through Their Mobile.

Content Managed Solutions



Content
Managed
System Enables
you to Edit
Content for your
Mobile Directory!

Content Managed Areas allow an Easy Way to Change
Information on Your Directory Daily, Weekly, or Monthly.

Re-Direct Code for Mobile Traffic



Re-Direct Code is easily installed into your current website to detect mobile phone browsers!

Data Capture

Data Capture Can Be A Huge Revenue Source for Your Event!



A Good Data Capture Point is Essential, Along with Various Ways Of Collecting Data and Providing a Reason for People to Register!

Current Innovation – Edu-tainment



Use mobile capabilities to create fun and educational involvement with brands!

Current Innovation – Real Time Feedback



Game Board: BINGO!

Win prizes with friends or strangers, triggered by Twitter or Foursquare.



SOCIAL MACHINES!

The next step is allowing mobile actions to affect the physical world, like opening up the "Social Fridge" we built for GE @ SXSW...



Gain broad participation at your event!
Group prize structure encourages excitement
and brand involvement.

A Glimpse at the Future - Augmented Reality



Augmented Reality is a great way to expose your brands to more people in a fun and expressive way!



Thank You!

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