

MobileDevice2

The most profoundly engaging driving experience

MobileDevice2 is a unique new metadata platform for mobile browsing

MobileDevice2 integrates the components of a unique new mobile platform with life journeys

MobileDevice2 is a platform for attracting, engaging, and retaining customers

For the *customer*, MobileDevice2 is:

Rich navigation by time, place, and tag

Discovery, seeing more than meets the eye

For the *customer*, MobileDevice2 is:

Mobile technology integration:

Built-in car cams

Built-in Wi-Fi hotspot

Data plan

Automated tagged photo upload

Cloud storage

For the *customer*, MobileDevice2 is:

**Free app for sharing firsthand
experiences in real time, and streaming
all the unique moments of life journeys
into self-telling stories**

For the *customer*, MobileDevice2 is:

**Seamless integration of life
journeys and life**

**A new mobile model and
connectivity archetype**

For the *automaker*, MobileDevice2 is:

A new way to enhance customer shopping experiences with mobile devices, and a new way to sell vehicles, even on Sunday

For the *automaker*, MobileDevice2 is:

A new way to engage customers

A new portal to customers

A new way of adding value to vehicles

A new way of building crowd share

A new brand extension

And a whole lot more

MobileDevice2

A disruptive innovation for monetizing mobile

A unique new value proposition for monetizing mobile devices:

Revenue streams from paid information related only to specific time, place, and tag rich navigation

Revenue streams from channel and network infrastructures for content delivery

Revenue streams from big data

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The list of auto industry synergies is endless:

Insurance
Telecom
Software
Hardware
Cloud hosting
Law enforcement
Dispatch, tracking, roadside assistance
Data recording
Vehicle diagnostics
Autonomous vehicles
Travel, destinations
Hospitality
Service stations
GPS
Cameras, action cams
Automotive aftermarket
OEMs, suppliers
Infinite monkey

MobileDevice2

The possibilities are infinite!

Experiencing the real world in mobile devices
by time and place can be enriched through
virtual, augmented, and multisensory
perceptual browsing

The first Perceptual Browser

For humankind, it is a big data portal to understanding

Data

Information

Knowledge

Understanding

From hyperlocal to global communities,
a tool to understand the genome of anything!

In the words of Rick Smolan, author of *The Human Face of Big Data*, “the world is about to change forever because of this sudden ability to measure and sense the world in real time”