

How Will Consumers Shop & Buy in the Mobile Age?

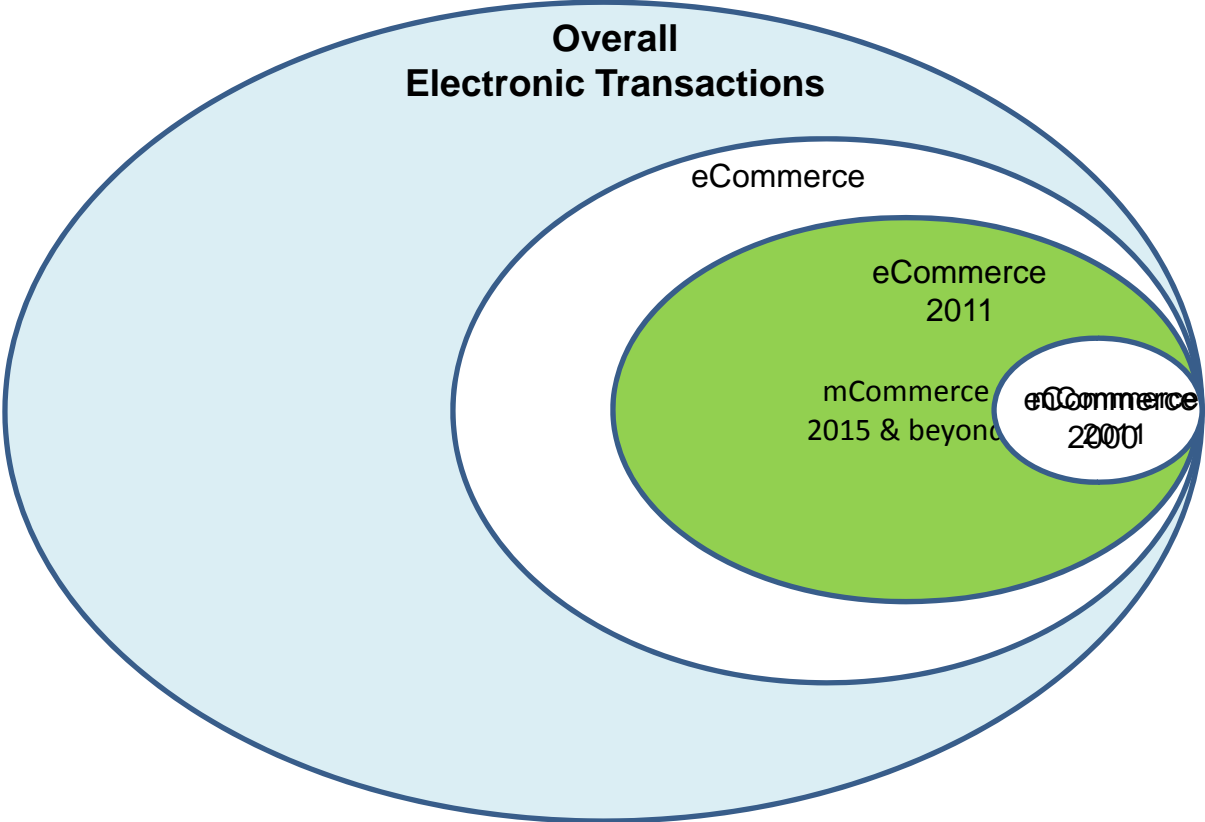



ROAM DATA™
Enable mCommerce, Improve Lives!

Contact Info: Will Graylin wgraylin@roamdata.com +1 781 5210755

Consumer Spend Shifts Towards Most Convenient Commerce Modes

mCommerce Growing 5X Faster Than eCommerce Was



What is mCommerce?

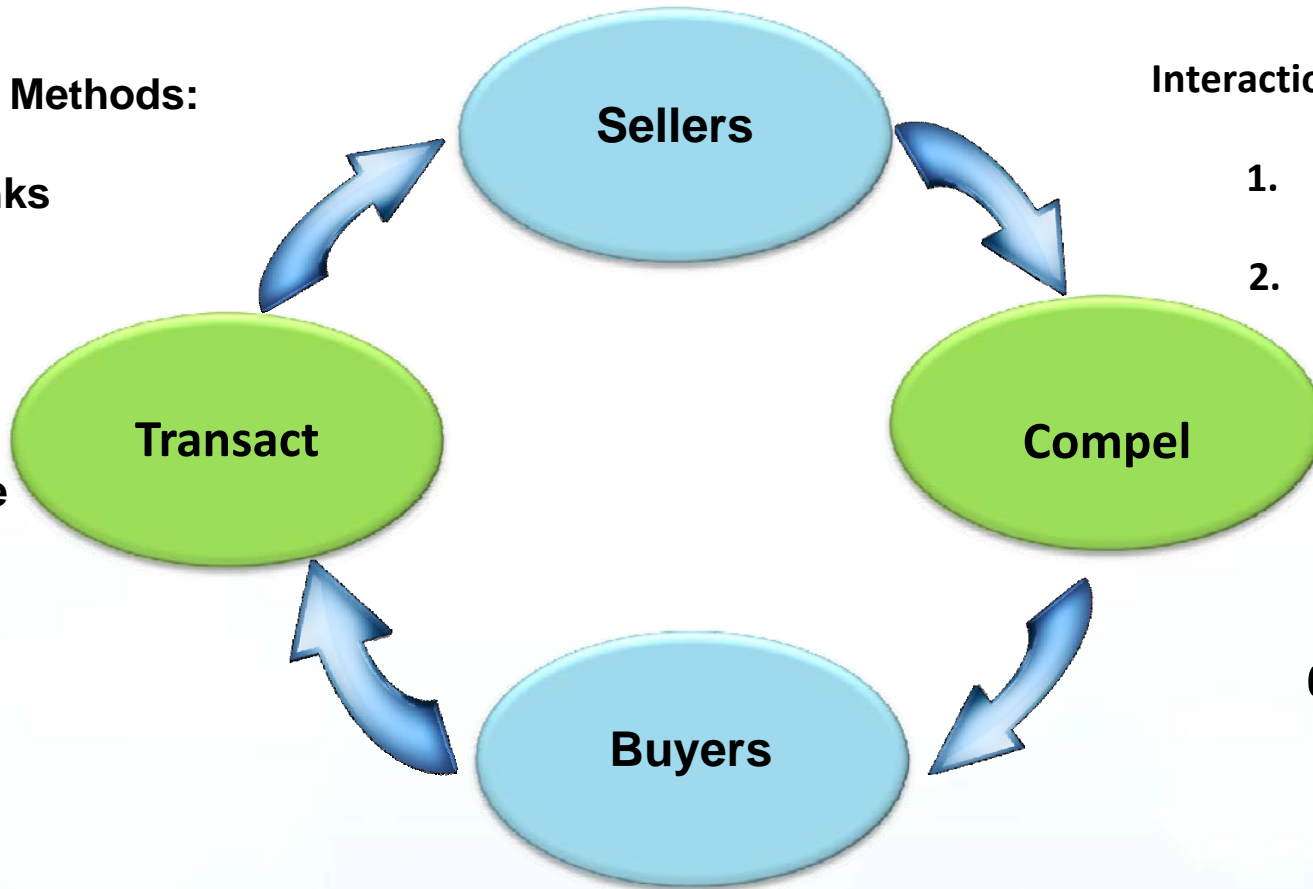
“exchange of value through interactions & transactions on mobile devices”

Boils down to: Compelling Buyers to Buy, Making Transactions Happen

mCommerce goal is to shorten the gap between “Compel” & “Transact”

Transaction Methods:

1. Cash/Chks
2. Cards
3. POS
4. Mail/Tele
5. Internet
6. **Mobile**



Interaction Mediums:

1. Face to Face
2. Print & Mail
3. Radio
4. T.V.
5. Internet
6. **Mobile**

mCommerce: The Next Battleground For Merchants to Win Customer Spend & Loyalty!

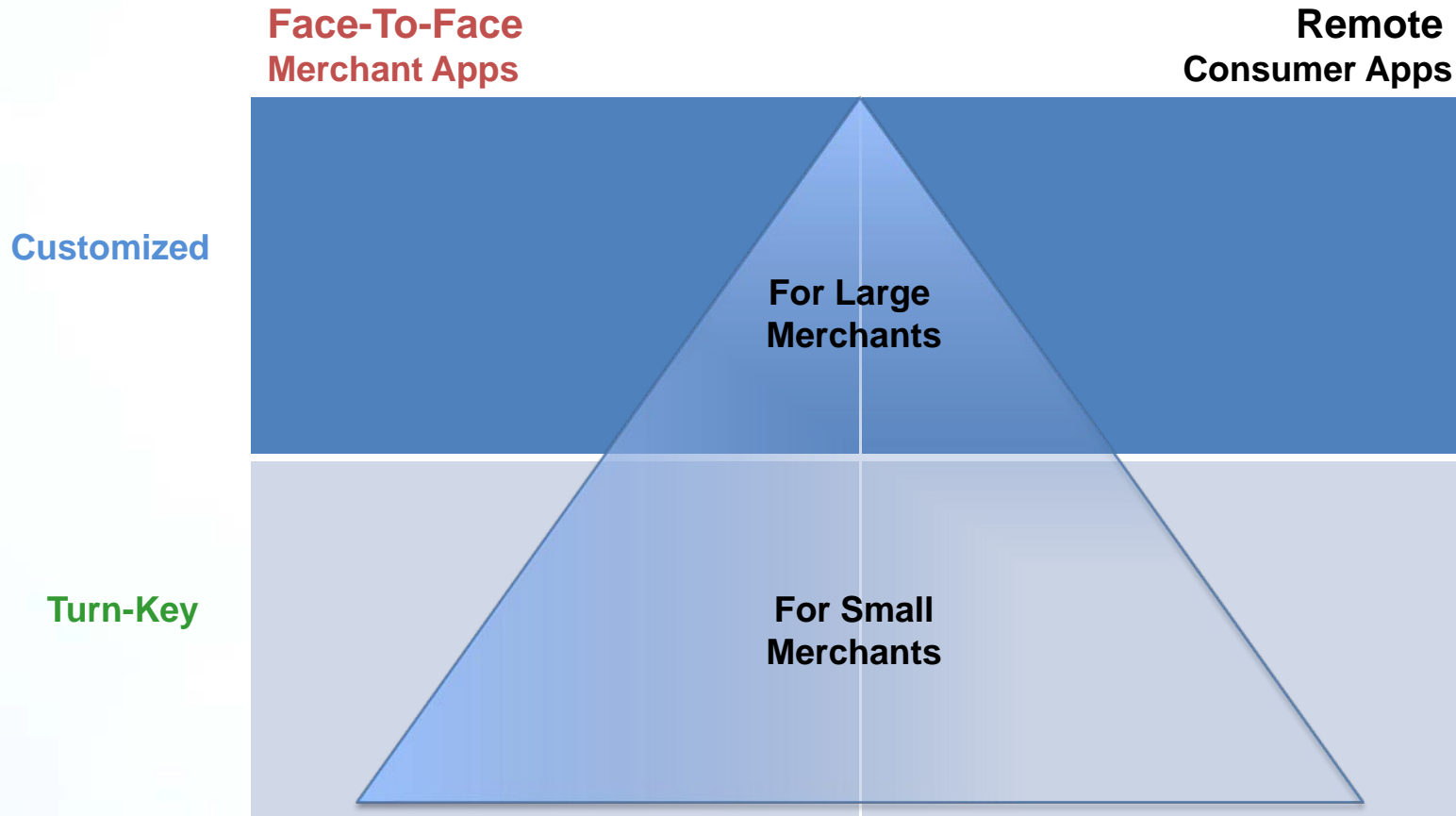
*“...to exceed 1 Billion users and \$1 Trillion in transactions by 2014” **

*Consumers Driven by
Convenience!
& **Relevant Offers!***



*Source: IE Market Research 3Q 2010

Different Apps For Different Merchants With Different Consumer Experiences



Example: Merchant's Cell Phones as POS's

Benefits: SMB merchants get paid faster, easier!
Consumers Can Use Their Cards Anywhere



You'll See More Apps on Different Devices

Key: Device Reach, Cost, Turn-Key, Security

(Consumers Should Look for Secure Readers!)



Also Customized Apps for Mobile Workforces

Benefits: Speed up orders to ship, reduce hassle for reps, save cost on transactions, happier customers & reps



Mobile Consumer Apps in Physical Environments barcodes, LBS (Location Base Services) and NFC (Near Field Communications)



Other Examples of NFC Applications You May See

Pair and connect easily with other devices (speakers, headsets...)

Pairing



Sharing



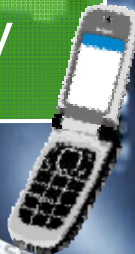
Share between two devices, Nokia-Nokia or Nokia-3rd party

Anti-Counterfeit

Avoid piracy and fakes: No more lost revenues

Service Discovery

Get information or start an application by touching a tag



Payment & Ticketing

Your device is your credit card and or Transit/Travel card

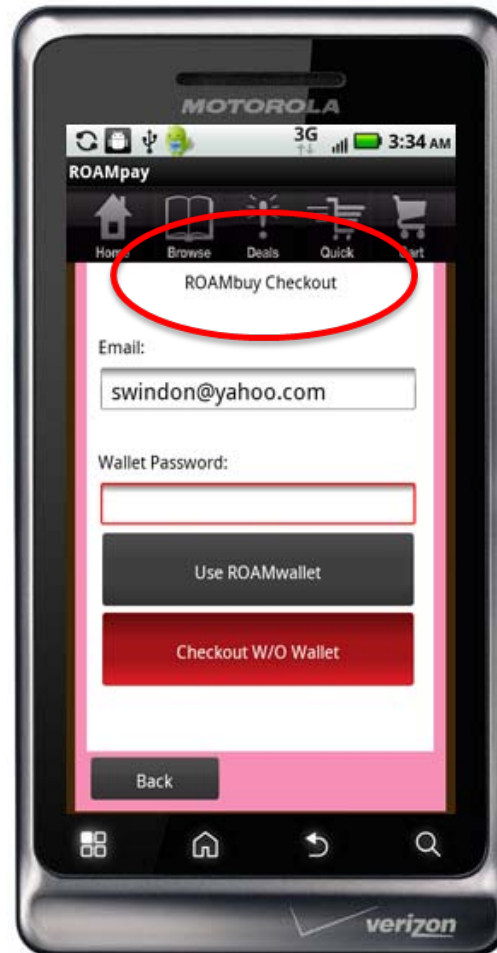
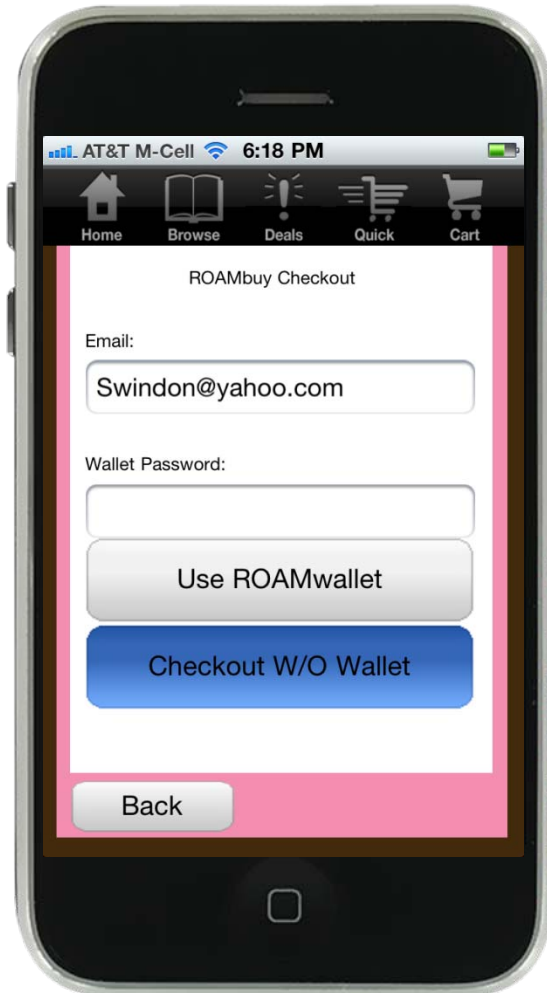


A sepia-toned photograph showing two hands holding smartphones. The hand on the left holds a dark smartphone vertically, showing its side profile with buttons. The hand on the right holds a lighter-colored smartphone, also vertically, with the thumb positioned over the screen. The two phones are held very close to each other, their screens facing each other. The background is a plain, light-colored wall.

Driving a new User experience

Examples on Remote Shopping & Offers

Benefits: reach consumers anywhere, capture impulse buy, save \$\$, build loyalty, deliver Convenience!



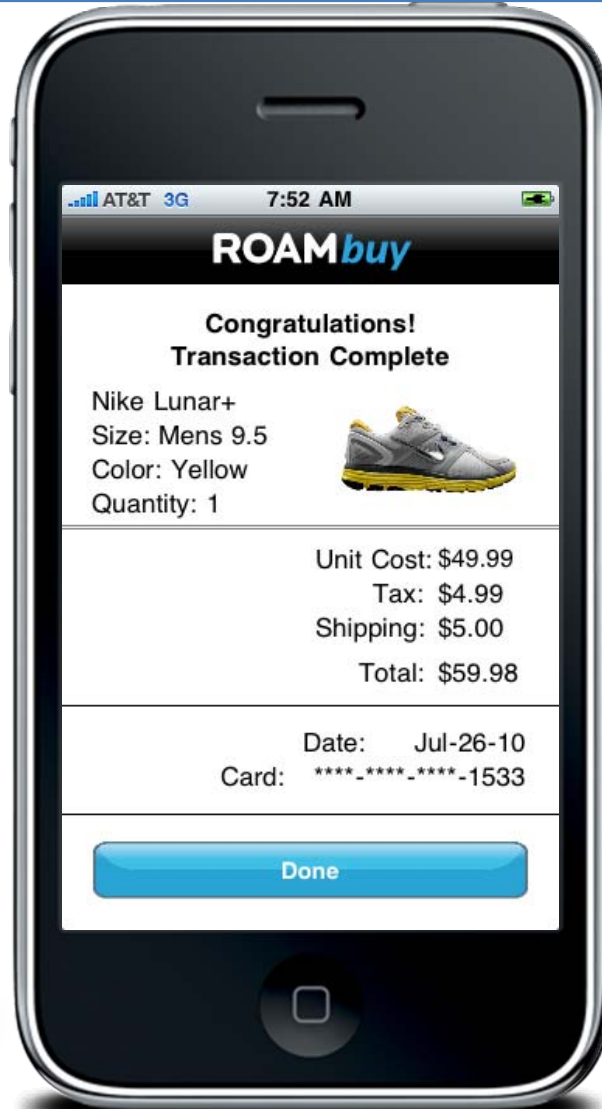
Example: ROAMcheckout w/ROAMwallet

Benefits: 1-Tap Convenience, Capture Impulse Buy & Valuable Data, Built-In PCI Security

- Embed Offers in Apps & Ads (Click "Buy Now", Snap QR-code, Text Offer-code, Tap NFC tag.)
- Enter Order parameters: SKU, Qty, variants (size, colors, etc.)
- Checkout quickly, securely with ROAMcheckout, pay
- ~~Confirm ROAMwallet~~ Shipping Info
- Tax & Total Calculated, Confirm.
- Merchant is Paid:



Details Sent to Fulfillment:



- Receipt sent to customer

Receipt		
{Michael Arner}		
Payment Type: {CREDIT}		
{MasterCard}: {XXXX3434}		
Transaction ID: {12345678}		
Items ordered:	Qty:	Unit Price:
{Herbalife Kids - Kindermins (SKU-5)}	{2}	{\$15.25}
{Protein Drink Mix - Vanilla Canister (SKU-161)}	{3}	{\$295}
Subtotal		{\$315.00}
Package & handling		{\$22.00}
Shipping: {Fed Ex 2 Day}		{\$18.91}
{NM} Sales Tax {(5)%}		{\$15.76}
Discount: {30}%		{-}\$94.56}
Order Total		{\$315.00}
Billed to:		
{Michael D. Arner}		
{3008 Casa Del Norte Dr. NE}		
{Albuquerque, NM 87111}		
Shipped to:		
{Michael D. Arner}		
{3008 Casa Del Norte Dr. NE}		
{Albuquerque, NM 87111}		
Seller's Notes:		
{This customer seems intent on consuming lots of Protein Drink Mix.}		
Buyer Phone: {505.294.1935}		
Buyer Email: {marnar@roamdata.com}		

Not Just for Large Merchants... Anyone can create Turn-Key Mobile Storefront and Offers

Benefits: Market Anywhere, enable impulse purchases, measure results, CRM



Sell your deals, via mobile!

10 minutes to go live
30-DAY FREE TRIAL

Create your own mobile store:

Start now

example: "mytechstore"

Do you have a coupon code?

Choose the type of merchant you are:



Quick Setup

In a few clicks you will begin to sell your products via mobile commerce!



What do I need to start?

Your products! You



Powerful

You can easily integrate your existing e-commerce strategy or create a brand new one.



And...YES!

We optimize the rendering of your mobile store for all phones!

Exciting New Frontier for Merchants & Consumers!




ROAM DATA™