

# Siteminis Mobile Strategy Pyramid

August 24th, 2010



# Mobile Strategy Pyramid

## Purpose

This pyramid is a graphic representation of how the complex world of mobile interacts together and where the various types of products and services can be placed in importance-

The closer to the foundation of the pyramid the higher the importance in the mobile space

## Definitions

Mobile web- the same as the internet, just interacted with on a mobile device through a web browser

APP- Product designed to be downloaded to a specific device and only capable of running on that device native OS

CCD- Connective Convergent Device-Mobile internet devices (MIDs), Tablets, E-Book Readers, Netbooks, Smartbooks- fill the gap between smartphones and notebooks

SMS/MMS- Short code messaging (texting)

## Opportunity

Siteminis fills in ALL of the areas in mobile where customer conversion or transactions take place.

Our foundation is custom mobile sites designed for the mobile web that encompass all the mobile phone form factors

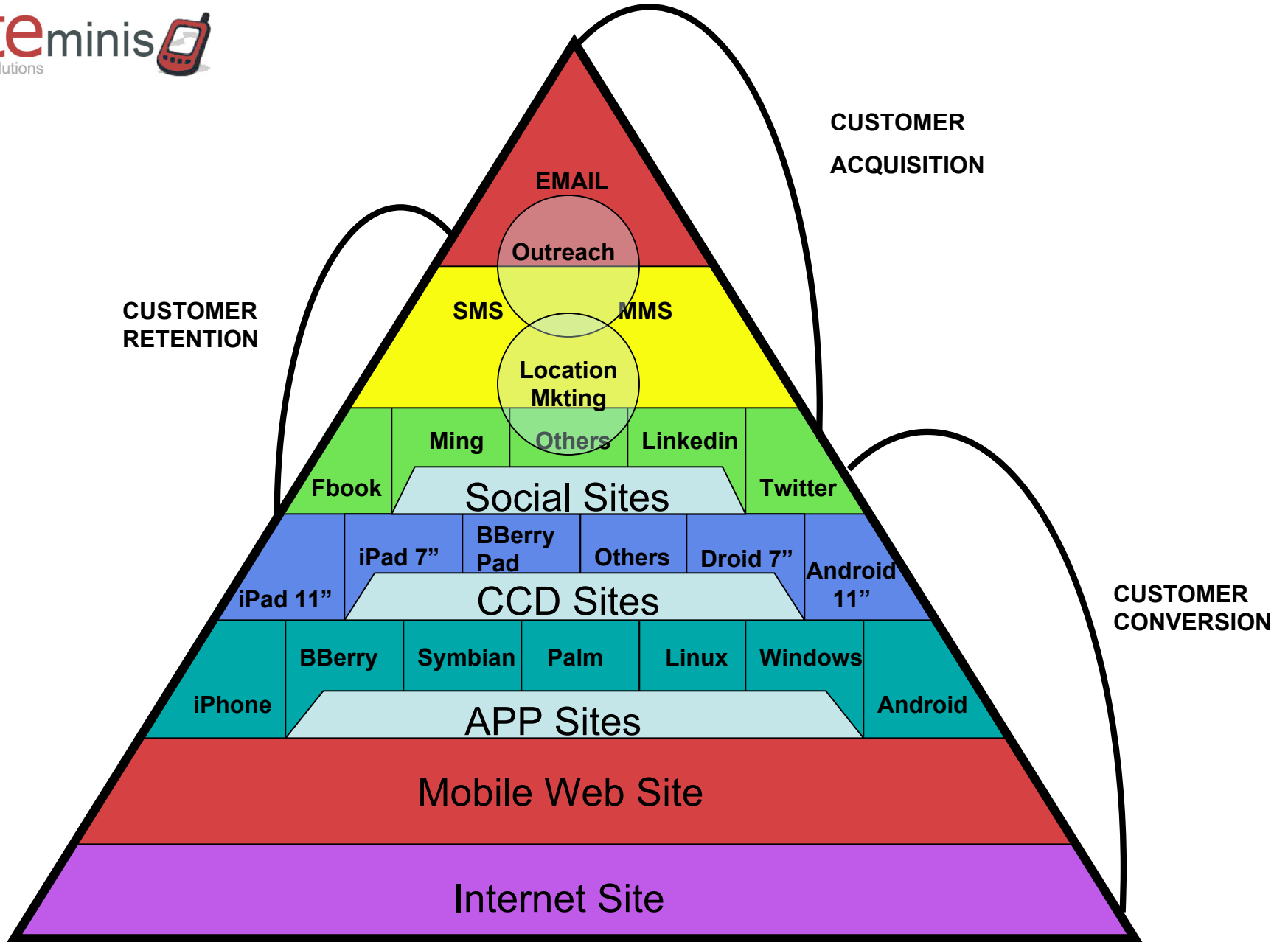
Additionally, our unique use of the mobile web allows for robust and low cost APP development using 'frame in frame' design functionality- These APP's can be utilized on CCD product as well.

## Key Drivers

Mobile form factors are continually evolving and growing, including the new types (tablets) which should reach 400MM worldwide by 2014.

Clients have not kept up with web services requirements to meet this fast paced changing mobile landscape- Siteminis now offers an intermediate web services solution that fixes this situation

Mobile web continues to be the place where most mCommerce is being done (over 60%)



Mobile Strategy Pyramid