



InView Mobile **CONFERENCES & EVENTS**

Apple's launch of the 3G iPhone® and the iTunes® app store in June 2008 marked the beginning of a new era of mobile communications. In the two years that have followed, sophisticated smartphones from Apple and other manufacturers have captured nearly 30 percent of the cell phone market. This rapid adoption has enticed developers to create over 350 thousand smartphone applications (apps), which in turn has facilitated the download of over 7 billion apps by consumers.

Symon Communications recognizes this growing affinity towards smartphone adoption and has developed a smartphone app designed to address the needs of those who attend conferences and events. InView Mobile is that app and it possesses the following features and benefits:

InView Mobile delivers conference/event information directly to an attendee's iOS or Android-powered smartphone. The information is presented with the look and feel of a custom app that has been created expressly for a given conference/event.



Conference/event information is downloaded to the attendees' smartphone by means of scanning a special 2D barcode or typing a unique "quick code" embedded within a conference/event invitation. Once downloaded, conference/event attendees can use InView Mobile to interact with the information, search the information, mark the information as a "favorite" and/or view information tailored to an in or out-of-venue experience.

InView Mobile is a location-driven app. Information can be assigned either to an entire venue or specific geo-coordinates inside or outside the venue. This allows conference/event organizers to deliver a content experience tailored to an attendee's location. For example, one set of information can be delivered to the conference/event attendee while they are inside the conference/event venue and another set can be delivered while they are outside the conference/event venue.

Symon's soon to be released content authoring tool will allow conference/event organizers to create InView Mobile content in a building block fashion. Content creators will be able to build "information stacks" by randomly selecting from among a portfolio of templated menu elements such as maps, contact info panels, agenda lists, feedback collectors, speaker/biography folders, video players, picture galleries, free-form text blocks, etc. Once the desired content stacks are created, content creators will be able to add the relevant information for each menu element.



Until the content authoring tool is available, Symon provides a managed service for developing conference/event content. Symon works in collaboration with the conference/event organizers to understand the required information and then uses that understanding to create the content on the organizer's behalf.

A final, but not insignificant, benefit of InView Mobile is the back-end reporting component. InView Mobile allows conference/event organizers to monitor information consumption before, during and after a conference/event. Organizers can monitor who uses the application, where they use it and what information they look at when they use the application.

