



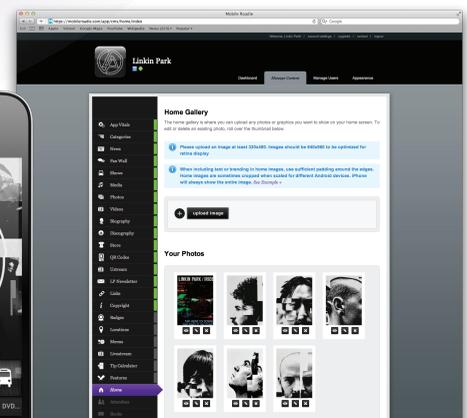
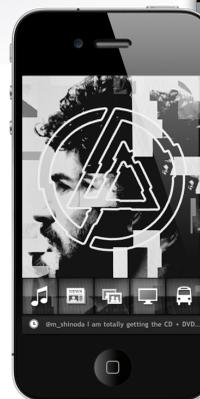
Mobile Roadie's customizable app platform brings you the very best in mobile apps.



Mobile Roadie powers apps for the world's top artists and brands, enabling them to engage and monetize millions of users wherever they are. Constant improvements and new features keep your app on the cutting edge of mobile technology, freeing you up to focus on creating great content and rewarding your fans.

Benefits of using Mobile Roadie

- ▶ Total control over customization and real-time updates using our CMS; update once and it applies to both iPhone and Android.
- ▶ Extensive technology partnerships—your app will work with some of the most popular services out there, out of the box.
- ▶ Focus on your content/brand—Mobile Roadie handles all approvals and constantly improves your app with new features and functionality.



CREATE AN AFFORDABLE IPHONE & ANDROID APP IN MINUTES!

CUSTOMERS INCLUDE





Stats

With a Mobile Roadie App, you get detailed statistics all made easy to digest in a beautifully designed dashboard.

- ▶ See total downloads broken down by platform, updated in real time.
- ▶ Usage data allows you to see what sections of your app users are going to most often.
- ▶ Get a birds eye view of what users are sharing with their friends on Facebook and Twitter.
- ▶ Track how many songs and other digital media have been purchased through your app.
- ▶ Use your user data to learn more about who your users are and how best to target them in your marketing initiatives.

User Location Map + Push

Our User Location Map makes it easy for you to see where your users are. As simple as loading the page, we plot your users on an interactive map and let you zoom in and around to get a detailed understanding of where to focus your marketing efforts.

You can then send push notifications targeted down to a mile (1.6km) radius around any location in the world.



Track your top users and reward them directly through your CMS

You can see which users have earned the most points all time, monthly, weekly and daily. Set up badges with rewards, and send individual users messages based on their app activity.



Key Features



News/Tweets

Post news stories with pictures and links. Also integrate your Twitter and RSS feeds — we support multiple feeds, so integrate as many as you like.



Push Notifications

Contact fans within a specific city or radius to send show and other marketing campaign notifications. Fans can also see how many items have been updated since their last visit.



Music

Stream music and link to purchase directly from your app. Import your songs from iTunes instantly, upload MP3s, or stream live audio. Automatically show fans the tracks they don't already own based on what's on their ipod.



Photos

Upload as many photos as you want from your CMS, or simply add any RSS feed and the app will pull them in automatically. Users can flick, zoom, rotate, and save while viewing in the app.



Videos

Link videos from YouTube, Brightcove, Vimeo, DailyMotion, or host your own. Fans can view and comment within your app. You can also stream live video using Livestream or Ustream.



Fan Wall

This highly interactive section lets your fans participate, talk to each other and post photos, using their Twitter or Facebook account.



Shows/Events

Users can follow your shows/events, buy tickets, and upload photos. Users can also let their friends know they're going via Facebook/Twitter.



Badges

Reward user activity with badges. Once earned, users can brag to Facebook & Twitter. You're in control of the design and rewards.



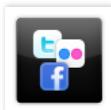
QR Codes

All Mobile Roadie apps have a built-in QR code reader, so users can easily scan your QR codes without having to download additional tools. We also automatically assign a custom QR code to each piece of media you upload.



Multi-language Support

Languages translate automatically in the app depending on user setting: Arabic, English, Spanish, French, Italian, Portuguese, German, Japanese, Dutch, Russian, Turkish, Chinese (Traditional), Chinese (Simplified) and Korean.



Social Network Integration

Deep Facebook and Twitter integration allows users activity to go viral.



Viral Tools

We provide you with a dynamic fan wall widget and download badges to embed on your presences across the internet.

TECHNOLOGY PARTNERS

