

T-Life Mobile Ad-Based Platform

Mobile Advertising Media Kit 2009

In and around Atlanta, GA

- Stone Mountain/Tucker (203)
- Toco Hills (126)
- Topside (1)
- Vinings (106)
- Virginia-Highland (45)
- West Cobb (70)
- West End/Atlanta University (111)
- Westside (15)

Advertisements shown:

- CHOW•BABY THE REAL NEW AMERICAN STEAK HOUSE Press D to dial
- SRBITZ A STEP AHEAD Press M for more
- Ask Press M for more
- FedEx Press M for more

Client Categories:

- TRADITIONAL CLIENTS
- NON-TRADITIONAL CLIENTS
- NETWORK CLIENTS
- NATIONAL CLIENTS

Market research shows that 90% of the smart phone subscribers do not want to buy applications. More interestingly, 60% of this group would view ads interspersed with their daily mobile phone activities. T-Life™ addresses this market segment with advertisement-sponsored mobile services and products. In the long run such a model generates higher revenue than the orthodox "pay and download" model.

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Instant Revenue Generation from Mobile Advertising, Coupons, Tickets and E- commerce.

Business Proposition

For the publisher of print media such as newspapers and magazines, T-Life™, the turn-key mobile platform, provides instant mobile access to all or any part of the existing local web content of the newspaper. Using T-Life™ significant additional revenue is generated from “clickable” advertising banners, electronic coupons, ticket sales, and other e-commerce services.

From a business perspective T-Life™ can be privately labeled to reflect the extension of the newspaper’s or magazine’s branding to the mobile “third” screen. The publisher is in direct control of his sales and not dependent on a third party mobile aggregator to sell valuable localized content.

From a technical perspective, T-Life™ simply integrates with the newspaper’s web content. The integration effort is minimal and the web

content is formatted for each mobile phone type. An icon is placed on the phone screen. Any part of the chosen web content is then available in an iPod-style interface on anyone’s mobile phone. With T-Life™ the subscriber does not rely on web browsing to get the needed information. The information is presented to him via T-Life™ - usually within 2 or 3 keystrokes.

Benefits for the Publisher

T-Life™ is available as a profit-centric brand extension that affords the publisher an instant presence on mobile (smart) phones including iPhone, BlackBerry, Pocket PC and Treo regardless of the carrier. For the publisher time-to-market, high uptime and up-to-date content provisioning means a significant increase in revenue potential, subscriber loyalty and open-ended growth possibilities.

Consider the revenue possibilities through the selling of coupons, tickets and location-based services. Consider the stickiness.

Benefits for the Subscriber

The T-Life™ iPod-like subscriber interface eliminates the frustration of dealing with mobile browsers by presenting the information fast, cost-effectively and transparently. Subscribers prefer turn-key, intelligent user interfaces with complimentary services.

Summary of T-Life™ Banner Ad Shared Revenue Hosting Service Agreement for Media Company Partners

T-Life™, the turn-key mobile platform by Terratial Technologies, provides mobile access to the web content of media company publications. T-Life™ is a downloadable application for most Smart phones but T-Life™ also includes a version for accessing web content via a (micro) browser. Significant mobile advertisement revenue can be generated from “clickable” advertising banners, electronic coupons, ticket sales, and other e-commerce services. T-Life™ also offers complimentary additional content such as traffic camera and weather data.

T-Life™ works with any carrier and supports the following mobile devices provided that a data service is available:

- Basic mobile phone with a browser (basic browser version)
- iPhone & iPhone 3G (deluxe application version)

- Pocket PC (deluxe application version)
- Palm OS (Treo) (deluxe application version)
- BlackBerry with trackwheel on side (deluxe application version)
- BlackBerry with trackball in front (deluxe application version)
- Android models (deluxe application version)

Terratial agrees to

- Make the web content of our media company partner’s publication available on the mobile devices listed here using T-Life™.
- Host the T-Life™ server in conjunction with our media company partner’s content for the monthly service fee noted below.

Media company partner agrees to

- Work with Terratial to develop a detailed project plan for implementing the T-Life™ solution
- Make their web content available to Terratial
- Pay Terratial a one-time base price setup fee, 50% of the net banner ad revenue, and monthly Service fee, based on circulation, in accordance with the schedule below:

Sample Analytics

Counts are by market then device

Device type legend:

- CHTML: mobile web browser; individual markets' home page access counts
- BB-TB: BlackBerry trackball (newer models); application download counts
- BB-TW: BlackBerry trackwheel (older models); application download counts
- IP: iPhone; individual markets' home page access counts
- POS (Treo): Palm OS; application download counts
- PPC: Windows Mobile Pocket PC; application download counts
- SP: Windows Mobile Smartphone; application download counts

<i>Day of the Week</i>		CHTML	BB-TB	BB-TW	IP	POS	PPC	SP
Sunday	9/21/2008	2	0	0	1	0	0	0
Monday	9/22/2008	9	3	3	1	3	3	3
Tuesday	9/23/2008	5	0	0	9	2	2	0
Wednesday	9/24/2008	25	5	3	27	9	8	8
Thursday	9/25/2008	9	6	0	43	8	2	5
Friday	9/26/2008	15	6	0	61	1	4	0
Saturday	9/27/2008	16	11	4	41	7	5	10
Sunday	9/28/2008	4	3	0	18	1	3	3
Monday	9/29/2008	9	3	0	51	3	2	2
Tuesday	9/30/2008	11	13	2	19	1	1	7
Wednesday	10/1/2008	7	5	3	21	3	6	5
Thursday	10/2/2008	3	15	0	35	7	0	0
Friday	10/3/2008	14	12	0	29	3	2	4
Saturday	10/4/2008	11	2	0	55	5	4	3
Sunday	10/5/2008	8	7	1	49	3	4	1
Monday	10/6/2008	11	3	0	23	3	1	1
Tuesday	10/7/2008	0	6	0	2	0	0	2



Best Practices – Success Factors

Terratial assists you in your project by making suggestions based on our experience with mobile advertising.

Here are some things you need to consider to become successful in designing a mobile ad-based service:

Preliminary Tasks

1. Determine the name of your mobile application and secure your new URL.
2. Determine your application's branded image while considering that this image will be used as a mobile desktop icon and for distribution. Points to consider for your branded image are:
 - the width should be larger than 500 pixels
 - the format can be any standard image format
 - if a PSD (Photoshop) file is provided, please be sure to render any font layers
3. Default banner ad images (each being in the following dimensions, provided in rich color where applicable):
 - 320 pixels wide by 40 pixels tall
 - 240 pixels wide by 40 pixels tall
 - 160 pixels wide by 40 pixels tall
 - 100 pixels wide by 40 pixels tallFor "click-able" banner ads we need to know the click-to URLs
4. Determine the inventory of and, if necessary, create the RSS feeds.
5. Determine the menu structure.

Corporate Role

- Establishing a browser redirect on all websites
- Establishing a 'Mobile' link on web site navigation bars
- Identifying potential consultants with mobile audience track record
- Continual product development and user enhancements
- Identifying potential audience segments

Publisher's Contribution

- Reserving print space for mobile ad campaigns
- Reserving online space for mobile ad campaigns
- Defining partnerships to increase mobile audience
- Integrating mobile references into the print product
- Integrating mobile references into the online product
- Promoting mobile through events, newsletters
- Setting up mobile TXT campaigns if available
- Promoting mobile through other resources - posters, rack cards, transit, etc.

About Terratial

The company develops business applications and software-based services for BlackBerry and other mobile devices. Headquartered in Atlanta, Georgia, Terratial has received multiple Awards including "Developer of the Year 2005 and 2008" (Handango Inc.) and "Recognition for Developmental Excellence in 2007" (Handmark, Inc.) for its BlackBerry product lines and is consistently listed among the top ten sellers on the largest mobile e-commerce sites. The company was one of the first BlackBerry Alliance Members in 2001

In 2007 Terratial introduced T-Live™, a content-provisioning platform for mobile devices with an iPod-like interface and universal connectivity to RSS feeds, intranet, internet and other data sources (e.g., SAP, Oracle). T-Live™ is available as a location-based mobile information portal or as a fully customizable white label mobile platform for "mobilizing" intranets or existing web-based or print media content. T-Live includes a facility to disperse/redeem coupons electronically.

T-Life Compatibility

T-life is available on all carriers and mobile devices as a micro-browser/WAP application and as a native application for the following platforms:

- BlackBerry®
- iPhone®
- Smartphone®
- PocketPC®
- Palm®
- Symbian®
- Android®

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