



The Multi-Modal Mobile Networking Company

Who We Are

UpSNAP is a leader in voice and text based advertising and content services that work on all mobile phones.

UpSNAP is well positioned to enable partners to take advantage of the large growth opportunity for mobile content & advertising based services.

UpSNAP has:

- Scalable Mobile Content Platform that seamlessly handles handset diversity
- Over 1,000 Voice Services that work on any phone in the U.S.
- Currently serving Mobile Ads on multiple Mobile Platforms
 - SMS/Text Messaging
 - Audio Pay-Per-Call Ads
 - Mobile Internet Banner Ads
- Call-based Advertising Service

Content

UpSNAP offers a basket of SMS, Audio and Mobile Web enabled services that bring fun, information, and entertainment to mobile devices. UpSNAP can deliver these services to over 230 Million mobile devices in the U.S.:

Music including: Urban, Dance & Techno, Pop, Rock & etc, Classic Rock, Country, World, Jazz, Oldies, Religion, Alt & Indie, Blues, Eclectic Mix, Grab Bag, Hard Edge, Lite, Classical, Hispanic

Audio including: Entertainment, Business & Finance, Religion, Technology, News & Talk, Living, International

Sports, Horoscopes, Alerts, Comedy, Mobile Search

Advertising

With the ability to deliver our solutions to virtually all U.S. Mobile Devices, the UpSNAP proven business model drives ad revenue from its voice platform, SMS, WAP, and Digital Downloads.

The UpSNAP Ad Network Platform combines premium national & local advertising with Mobile enabled content and distribution through National Partners. The Multi-Modal Ad Platform can reach 230 Million mobile phones via IVR, SMS, Mobile Internet, and Data Application.

Through **white-label integrations**, UpSNAP also delivers custom SMS and audio solutions to brands wishing to extend their reach to over 230 Million mobile devices in the U.S.

How Big is the Mobile Market?

Mobile Content:

The market value of mobile content services will exceed \$47 Billion by the end of 2013.*

Pay-Per-Call:

Verbal discussions with a prospective client are 45% more effective than without the verbal discussion. 40% of respondents would use their phone for mere ordering convenience.

SMS:

SMS is the most popular of mobile services. 74% of mobile users are receiving text messages on their phones.

Mobile Services:

Mobile Content Services have developed audiences that present scalable advertising opportunities.

UpSNAP can enable its partners to benefit from this scalable mobile marketing opportunity.

*Portio Research

Our Key Partners



Our Key Technology

Mobile Search: A flexible and channel-driven text-based search delivers results from a mass database of true mobile content.

SWInG Platform: Our SWInG platform enables mobile access to virtually any type of live and on-demand streaming audio content to create solutions for today's end-users.

Call-based Advertising Service: Our proprietary, patent-pending solution employs a rich VoIP technology that allows users and merchants to directly connect from search results.

We deliver a variety of call-based advertising services to national advertisers and advertiser aggregators. These services include phone number provisioning, call tracking, call analytics, click-to-call, and other phone call-based services that enable aggregators and advertisers to utilize mobile advertising to drive calls into their business and to use call tracking to measure the effectiveness of their mobile advertising campaigns. Advertisers pay us a fee for each phone call we place to their call center from call-based ads we distribute on our distribution network.

Multi-Modal Mobile Delivery Platform

- **SMS:** Seamlessly available across all U.S. carrier networks and mobile devices
- **Mobile Web:** Currently deployed and proven on the Sprint/Nextel Network
- **IVR:** allows customer to deliver content cost effectively to 230 Million phones.



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