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Voice Search 2008:
Consumers Will Pay for Solutions

March 12th, 2008
Consumers Will Pay for Solutions

1. CellWand: What We Do
2. #TAXI: Wireless Carrier Experience to Date
3. Our Approach to Mobile Search
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Our Core Belief About Mobile Search

If you provide consumers with an easy to remember number that solves their problem, they will pay for the service if it is included on their mobile phone bill.

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Our Approach:

• Voice Enabled Mobile Search through abbreviated dialing codes (i.e. #TAXI)
• Industry Specific: High Volume & Under Serviced Industries
• Premium pay-per-use applications (i.e. 411)
• Automate using Location Technology & Voice Recognition
• “Enhance” by solving industry specific problems
• Spearhead Marketing campaigns through category partnerships
The Applications

Utilize customized proprietary databases and automate using Location Based Technology (LBS) and Voice Recognition, with highly trained live agents when needed.

- Recommend a cab anywhere
- Avoids busy signals
- Find first available taxi
- Include every cab company

- ‘Open Now’ feature
- ‘Deliver Here’ feature
- Recommend pizza (value or quality)
- Users rate pizza via SMS

Wireless carriers charge between $1.25-$1.79 per call which is applied to the mobile phone bill. They share this revenue with CellWand.
Carrier Experience to Date

- National Marketing Campaigns since 2006
- Dozens of Marketing Partners
- Millions of calls in Canada
- Marketing ROI already positive
- High Repeat Usage and Loyalty
- Key Users in 18-35 demographic
- Seasonal and Holiday Trends
- Used in >200 Cities, Suburbs & Towns
- Little Cannibalization of 411 (new $’s)
Consumers Will Pay: CellWand’s Approach to Mobile Search
First, Solve the Problem
Consumers will pay for Solutions

#TAXI
On your cell

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First, Solve the Problem
Consumers will pay for Solutions

• Relevant Content IS NOT a Solution
• Vendors who pay Don’t Necessarily Solve the Problem
• Objective Recommendations DO Solve the Problem
• Design and Customize databases specifically to Solve Problems
• Price: What is the Incremental cost for a Convenient Solution?
The Power of Niche

Industry Speed Dials for Category Search

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The Power of Niche

*Industry Speed Dials for Category Search*

- One Search doesn’t fit all
- Focus on Category Specific Problems
- Focused interface – makes voice automation doable
- Easier to Define the Brand – own a piece of a category
- Avoid money losing categories
- Utilize specific partners and marketing
Make It Easy

The “How” is Critical for Success

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Make It Easy

The “How” is Critical for Success

Easy to Remember
- It better be Memorable – Simple and Intuitive
- It better be Universal – the Power of Ubiquity

Easy to Use
- It Better work well. Usability = loyalty.
- Voice – Available to all mobile phone users
- LBS, IVR, Speech Rec, SMS, Live agents

Easy to Pay For
- Carrier billing is the key to Consumer Pay

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Marketing is Everything

Creating a brand and new dialing behaviour from scratch

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Marketing is Everything

Creating a brand and new dialing behaviour from scratch

- The Challenge of creating awareness AND a change in behavior
- Flying Solo is Expensive – Partners
- Takes time, patience and $’s
- Upside of owning a brand and behavior

#TAXI
On your cell

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The #TAXI Marketing Ecosystem
Investing & Partnering in a long-term marketing machine

Wireless Carriers
- metroPCS
- Sprint
- T-Mobile
- verizon wireless
- US Cellular
- TRACFONE

Industry Partners
- ALCOHOL PARTNERS
- LCBO
- SADD
- THE CENTURY COUNCIL

Media Partners
- ALBOO
- Clear Channel
- Much
- MTV
- Viacom
- Zoom Media

Global
- AT&T
- RIM
- Boost Mobile
- Telus Mobility
- SaskTel
- Virgin Mobile
- MTS Allstream
- Rogers Wireless

Partners
- Diablo
- Guinness
- Captain Morgan
- MLCC
- Budweiser
- Labatt

Partners
- MADD
- MADD Canada
- Educ'alcool
- Arrive Alive
- Drive Sober
- Brewer's Of Canada

Partners
- CALJ
- BC Liquor Stores
- Alberta Gaming and Liquor

Partners
- Wireless Carriers
- Industry Partners
- Media Partners
- Alcohol Partners
- Global
- Partners

Only on your Cellphone

#TAXI