



PHUNWARE

Everything You Need to Succeed on Mobile TM

Texas Wireless Summit 2013



About Phunware

Phunware is the pioneer of Mobile as a Service (MaaS) – the only fully integrated services platform that enables brands to engage, manage and monetize users on mobile.

500+ Billion Transactions per Year

100+ Billion Advertising Transactions per Year

Hundreds of Millions of Videos Served

Tens of Millions of Downloads

Hundreds of Branded Applications Launched

#1 Globally in Multiple Categories

150+ Employees

Founded
February 2009

Structure
Delaware “C” Corporation

Headquarters
Austin, Texas

Offices
Irvine, California
San Diego, California
Rockville, Maryland

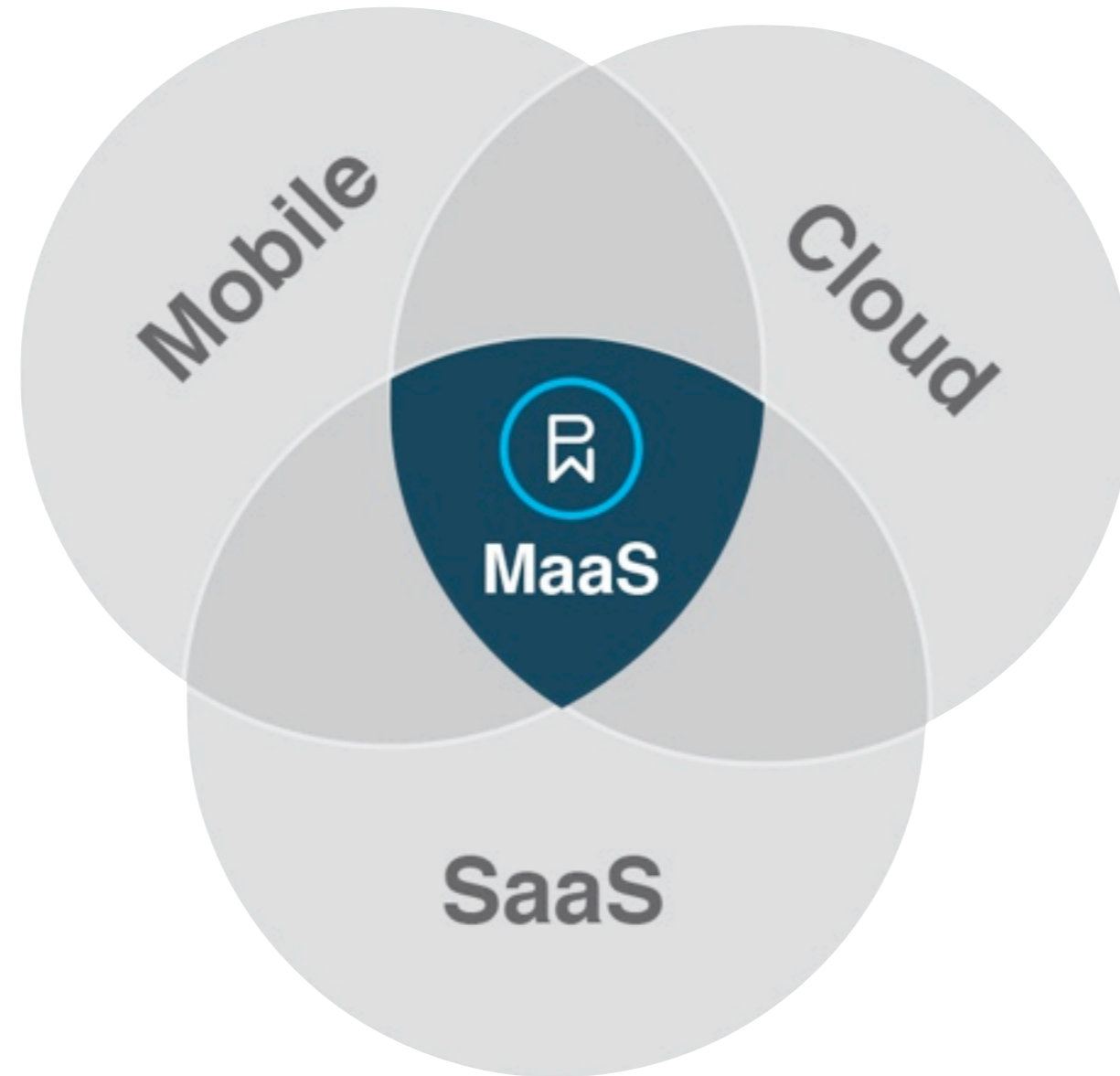
Legal
Wilson, Sonsini, Goodrich & Rosati
Palo Alto, California

Company Overview Video
phunware.com/company

Life at Phunware Video
phunware.com/company/careers



Mobile as a Service (MaaS) - Overview



Fully Integrated Mobile Services Platform



“ *As an industry, Big Data is growing twice as fast as the software business as a whole.* ”

- 667 exabytes flow through the cloud annually
- Extraordinary market opportunity at the intersection of Big Data, Location Based Services and Mobile

The New Market

Close, personal and profitable.

Put Things in Perspective

- Public cloud > 67M iPhones worth of data
- World's tech per-capita capacity to store info has doubled every 40 months since 1980s

Enable Stronger Connections

- Wi-Fi, Bluetooth and GPS tech connect billions of devices to cloud
- Exabytes of location data make mobile experiences more contextual

Monetizing Mobile

- Location context = enhanced mobile experiences
- Enhanced mobile experiences = more engagement
- More engagement = more monetization



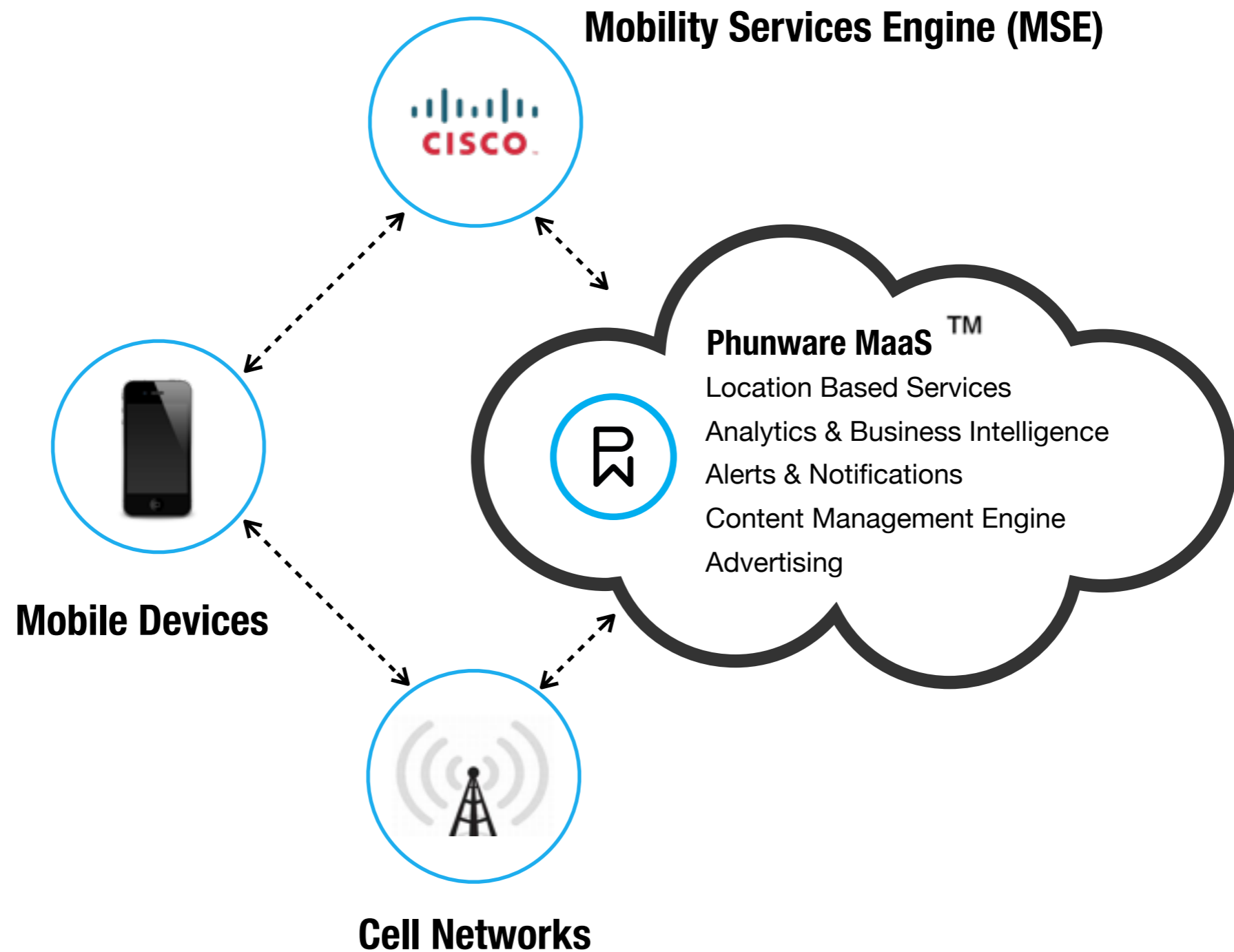
Turning Data Into Doing

Phunware created a fully integrated Venue Solution to enable brands to directly engage mobile audiences, manage the experience from the cloud and monetize the investment.



Venue Solution Architecture

Leverages Big Data to provide relevant, dynamic, location-based mobile experiences for all iOS and Android devices.



Venue Solution Use Case Summary

Four powerful ways to engage your audience.



Welcome Greeting



Zone Triggers



Indoor Navigation



Advertising / Offers

Venue Solution Deployment Options

Business intelligence, data capture and insights globally to 1-3 meter geo-fences with 1 second refreshes.

	Good	Better	Best	Ultimate
Venues	Single	Single	Multiple	Custom
Application	Listing	Standalone	Standalone	Custom
Good For	Smaller, Local Venues	Larger, Premium Venues	Venue Holding Companies	Real-Estate or Entertainment Conglomerate
Example	Austin Community College	Circuit of the Americas	MGM or Marriott	Caruso Affiliated, Disney or UHealth

Please Visit: www.phunware.com/venue



Contact Us

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