

## PHUNWARE

Everything You Need to Succeed on Mobile

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

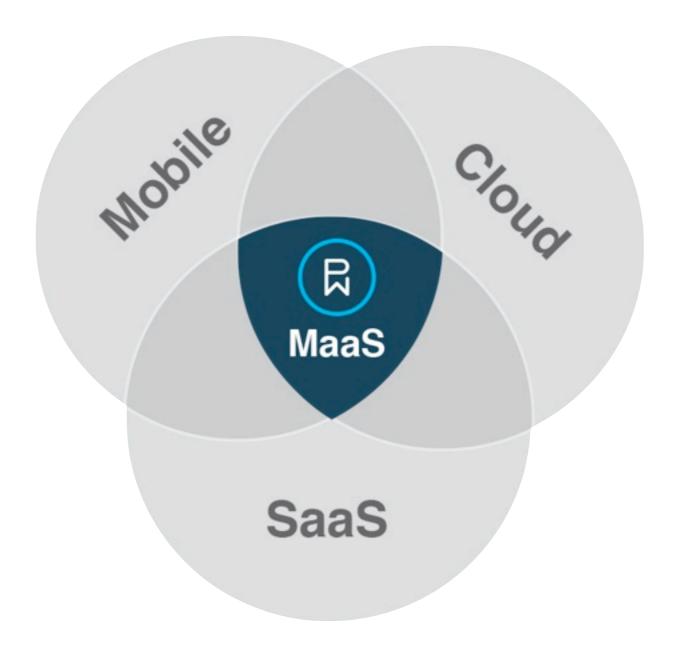
#### **Company Overview Video**

phunware.com/company

#### Life at Phunware Video

phunware.com/company/careers

## Mobile as a Service (MaaS) - Overview



**Fully Integrated Mobile Services Platform** 

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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

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## The New Market

Close, personal and profitable.

### Put Things in Perspective

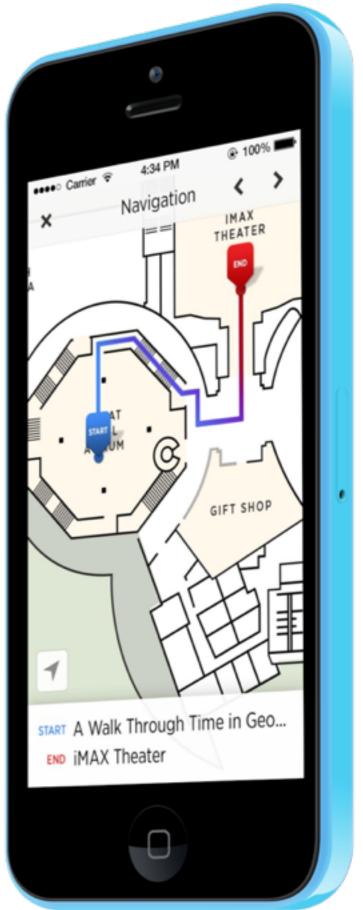
- Public cloud > 67M iPhones worth of data
- World's tech per-capita capacity to store info has doubled every 40 months since 1980s

#### **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.

### Client Applications

Immersive, on-site mobile experience for iOS and Android smart phones and tablets with built-in monetization and a simple management interface.

### Indoor Mapping

See device positions on a mobile map within geo-fence of 5-10 meters with an X, Y and Z coordinate.

### Hyper-Local Zones

Create radius-based zones to trigger different types of actions, events work flow or policy enforcement.

### Cisco Integration

Fully integrated with Cisco Connected Mobile Experience (CMX) platform, including the Mobility Services Engine (MSE).

### Mobile as a Service (MaaS)

Fully integrated with Phunware's Content Management Engine, Alerts & Notifications, Analytics & Business Intelligence and Advertising modules.

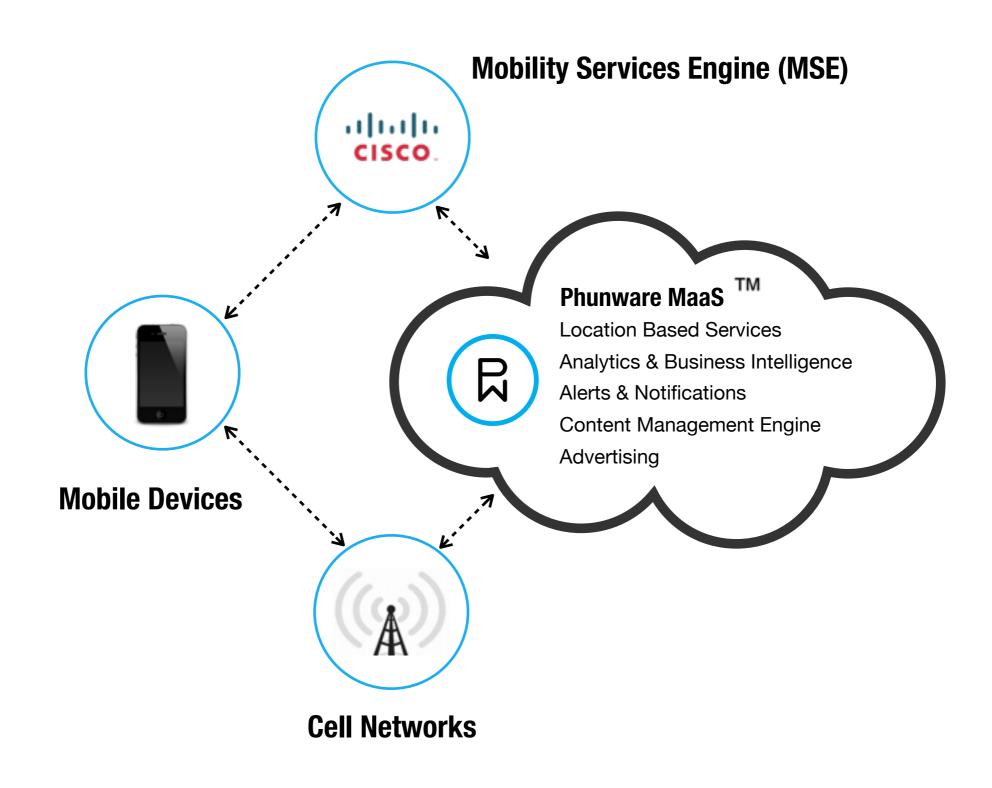
#### Scalable

Supported in 175 countries and 10 languages, single and multi-tenant deployments are available at a transactional scale approaching 1 trillion annually.

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## 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

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# 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

<sup>\*</sup> First Venue

<sup>\*\*</sup> Additional Venues

Please Visit: <a href="https://www.phunware.com/venue">www.phunware.com/venue</a>

