



# GS1 MobileCom Day 2010

*Gli standard GS1 a supporto del mondo Mobile*

Milano, 15 Giugno 2010





# **Max Morocutti**

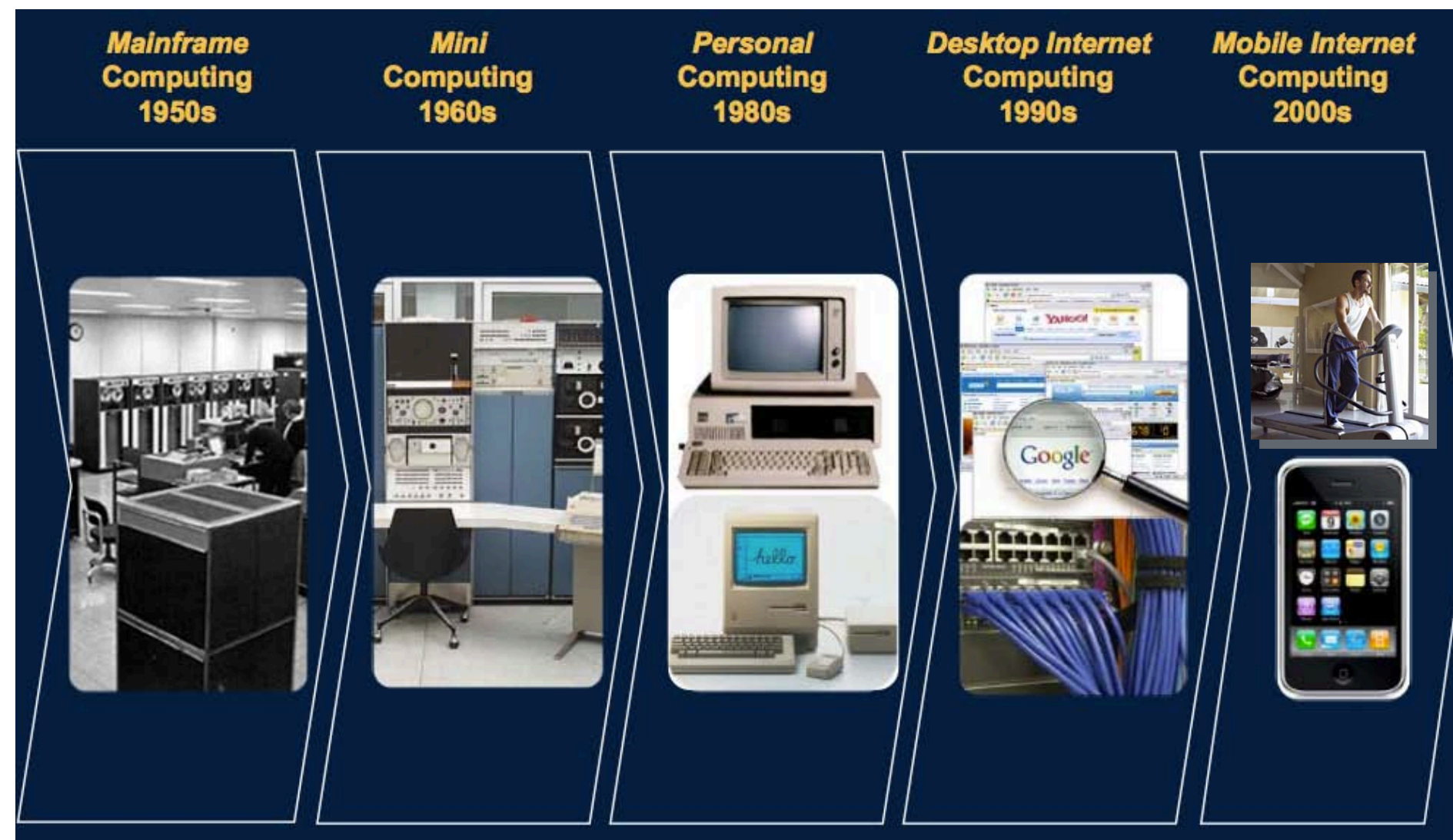
Partner, Neos

# **Marco Dentoni**

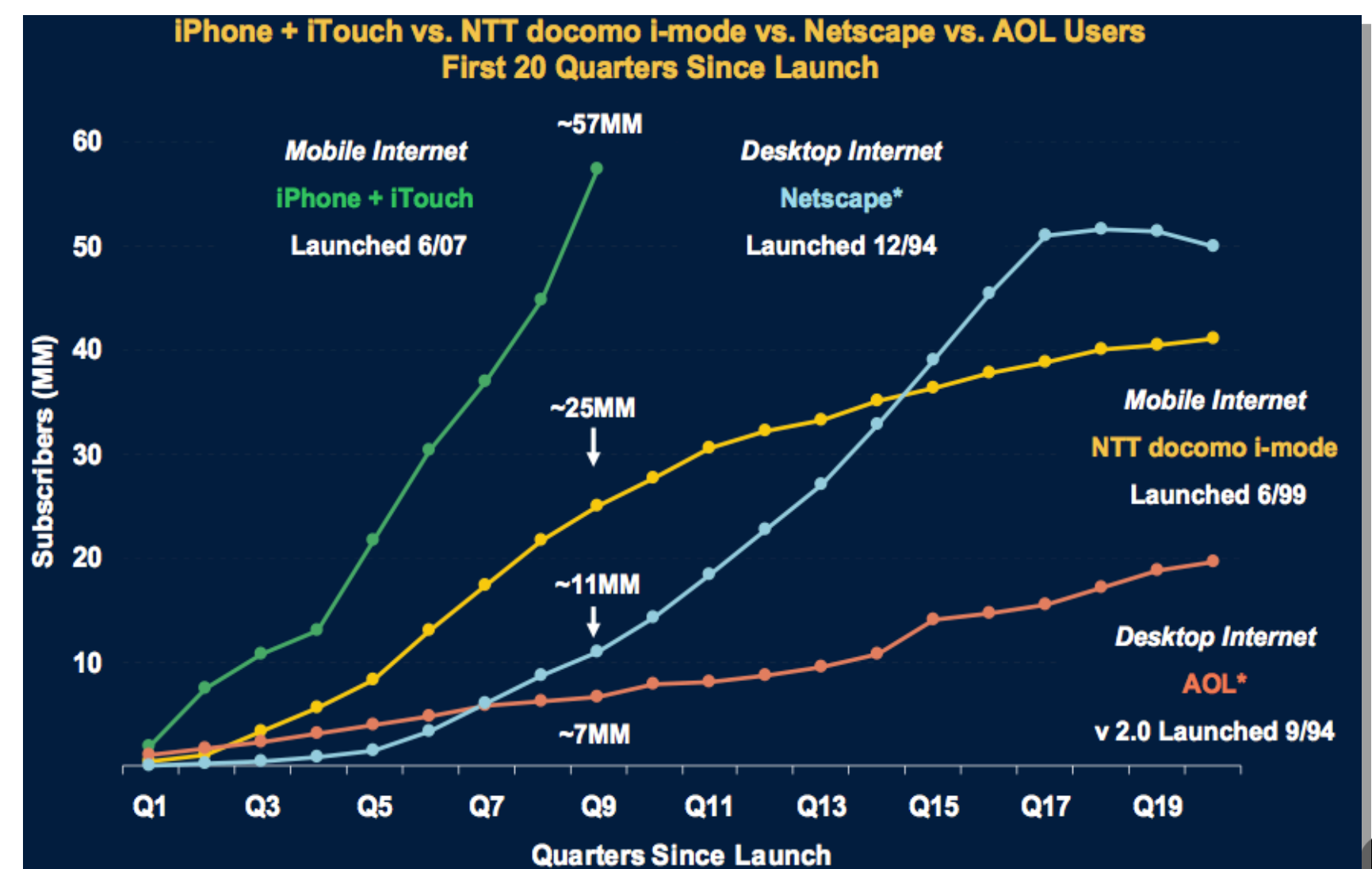
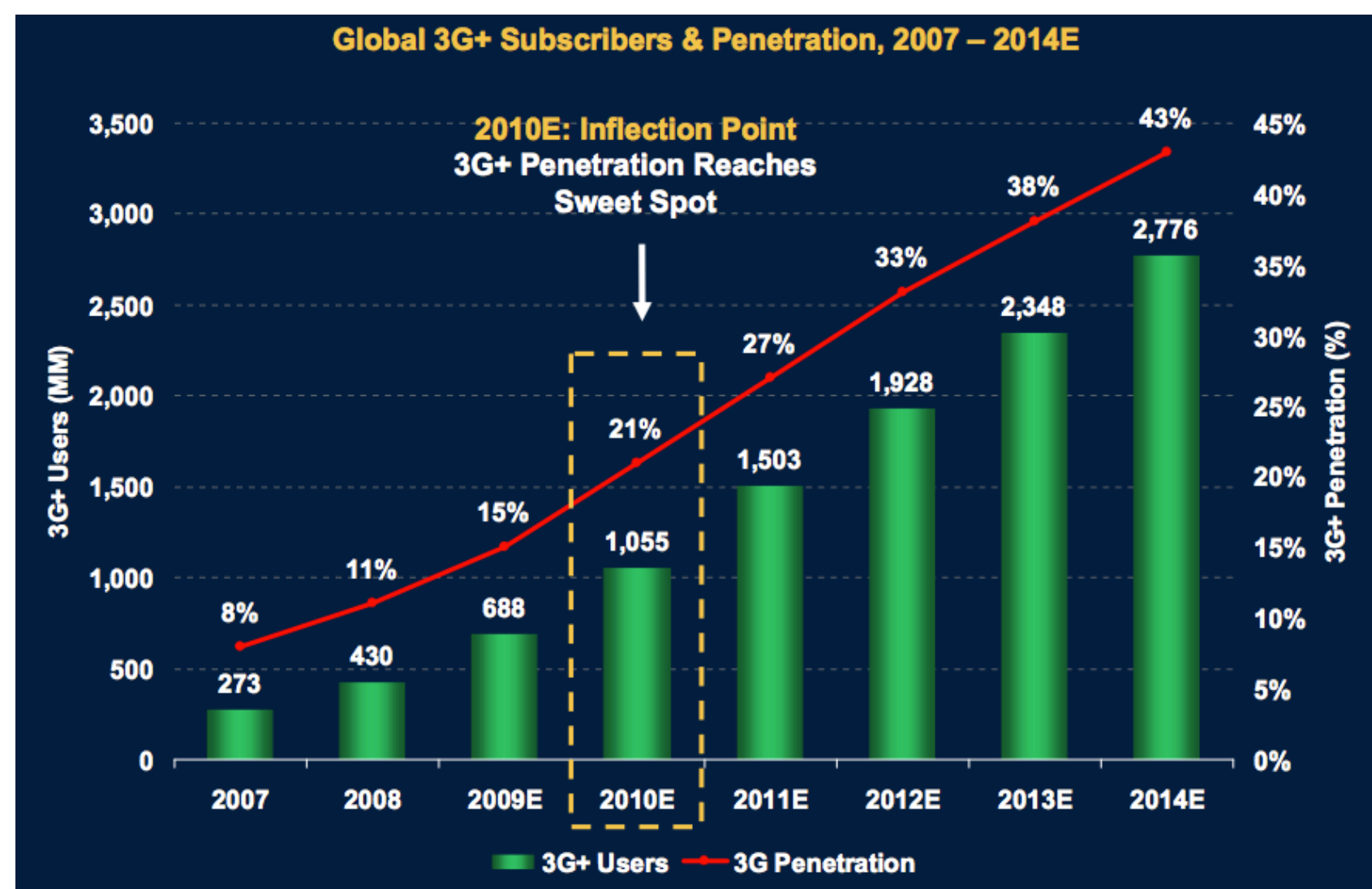
Solution Specialist, Neos



# mobc3 - Empower exceptional customer experiences by connecting brands with their customers through their mobile devices



Fonti: Ovum, Morgan Stanley Research



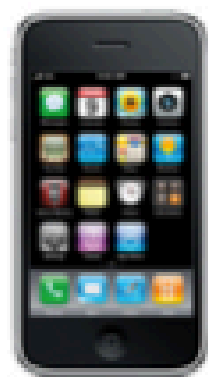
# mobc3 - Empower exceptional customer experiences by connecting brands with their customers through their mobile devices

## 4Q2008

**Apple, RIM, and Windows Mobile devices**  
**Est. retail smartphone ASP: \$225**

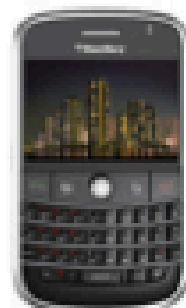
### Apple

iPhone 3G

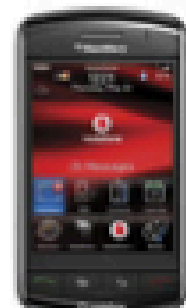


### RIM

BlackBerry Bold

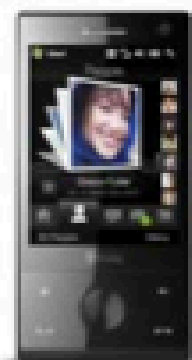


BlackBerry Storm

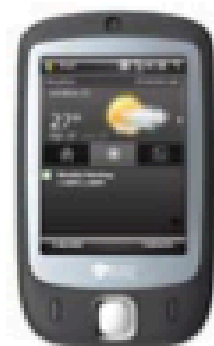


### Windows Mobile 6.1

HTC Diamond



HTC Touch



Samsung Omnia

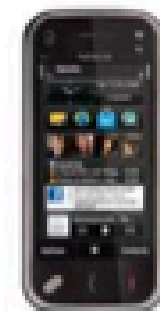


## 4Q2009

**Apple, Palm, RIM, WinMo and Android devices**  
**Est. retail smartphone ASP: \$166 (ex. N97 mini)**

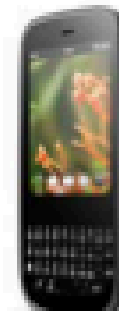
### Nokia

N97 mini

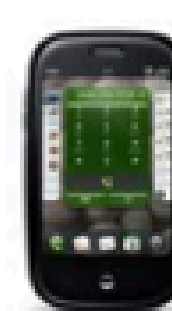


### Palm

Pixi



Pre



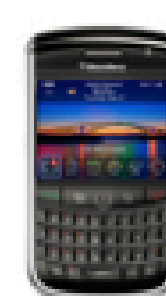
### Apple

iPhone 3Gs



### RIM

Javelin/Tour



8520



Other RIM includes:  
Storm 2,  
Onyx (Bold2)

### Android

Motorola CLIQ



Samsung Moment



HTC Hero



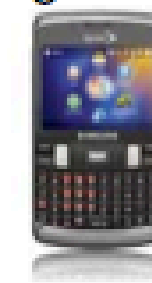
Other Android includes:  
Motorola Sholes,  
Samsung T-Mobile and  
HTC Desire

### Windows Mobile 6.5

HTC Touch Pro2



Samsung Intrepid

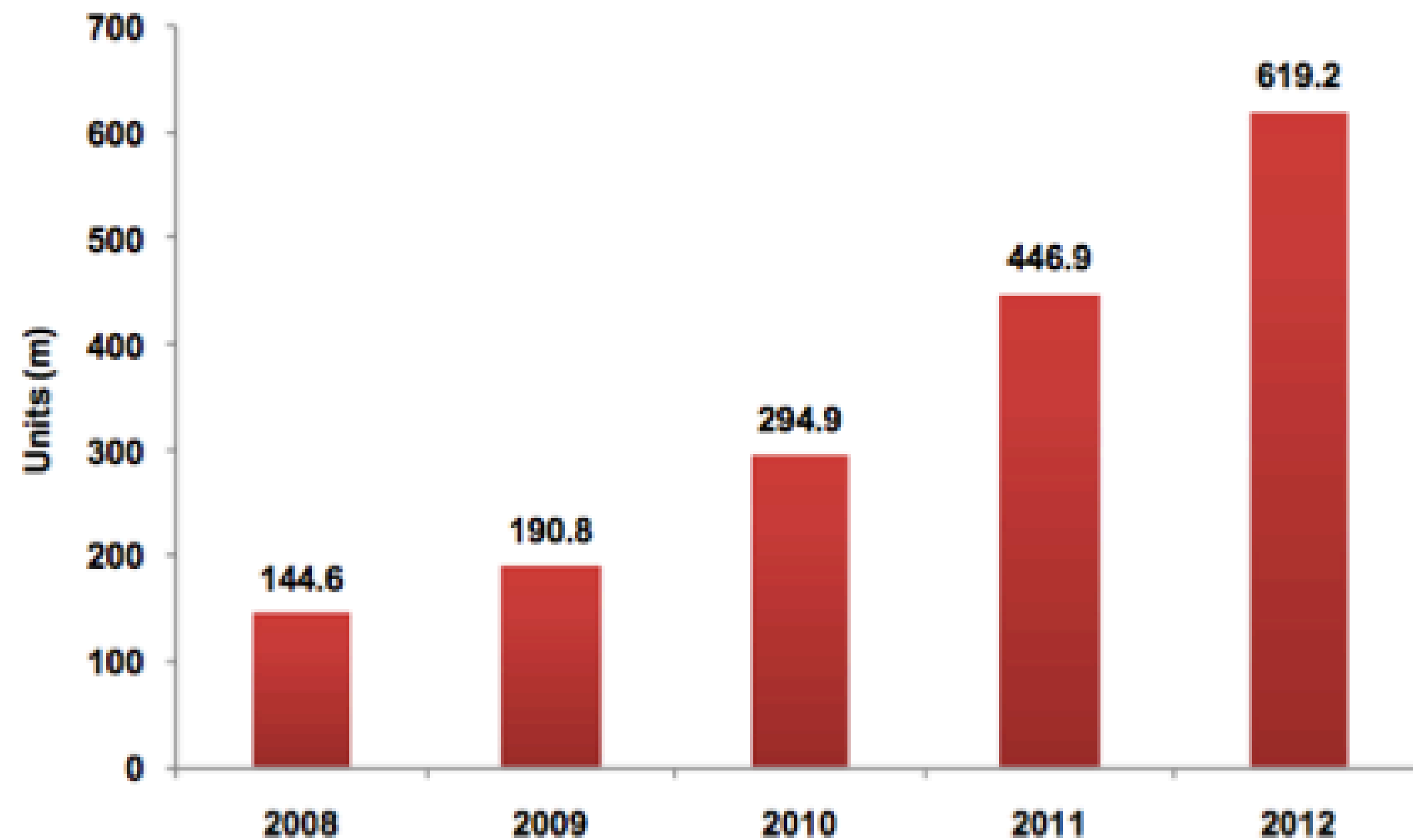


Other WinMo includes:  
HTC Imagio, LG GM730,  
and Samsung Omnia II

Source: Company data, Goldman Sachs Research estimates.

The smartphone market is estimated to grow at 27% annually, with the iPhone commanding 13.7% of global market share at the end of H1 2009<sup>2</sup>.

#### Exhibit 4 – Smartphone Shipments



Source: Gartner Research



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## Smartphone Subscribers

3 Month Average Ending Jan. 2010 vs. 3 Month Average Ending Jan. 2009

Total EU5 (UK, DE, FR, ES and IT), Age 13+

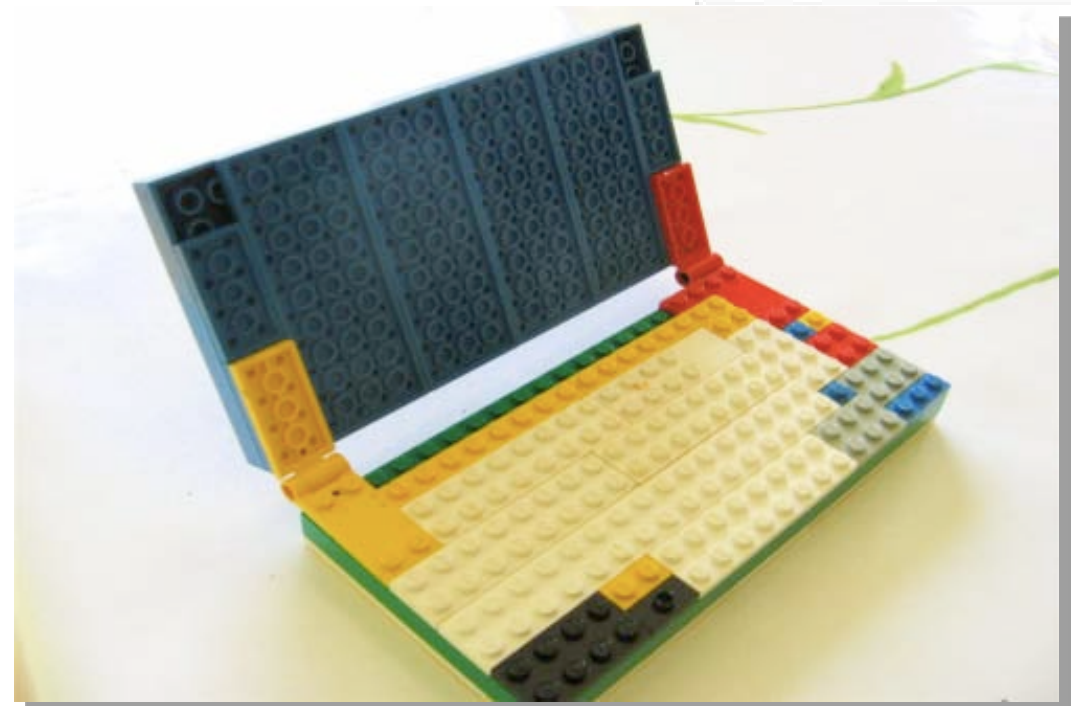
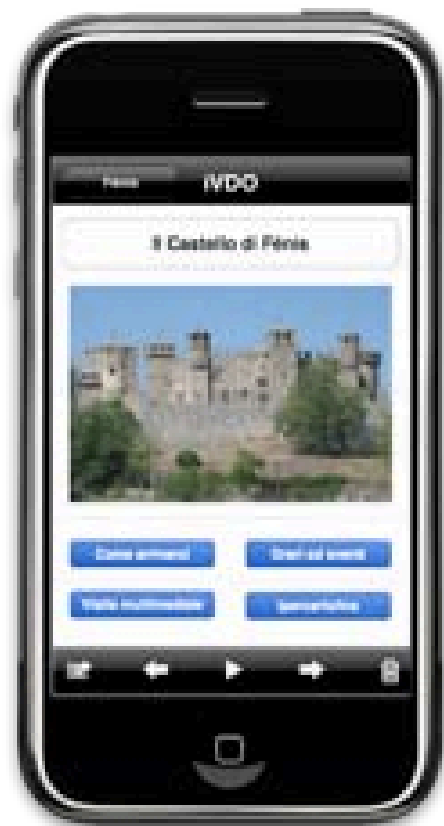
Source: comScore MobiLens

	Smartphone Subscribers (000)		
	Jan-09	Jan-10	% Change
<i>EU5</i>	38,994	51,623	32%
U.K.	6,525	11,109	70%
France	4,842	7,140	48%
Germany	6,309	8,429	34%
Spain	7,809	9,907	27%
Italy	13,510	15,037	11%

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	Share (%) of Smartphone Subscribers					
	EU5	UK	DE	FR	ES	IT
Total Smartphone Subscribers	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Symbian	60.9%	46.9%	55.1%	40.7%	73.5%	75.7%
Apple	14.5%	20.5%	15.3%	29.9%	6.5%	7.7%
Microsoft	14.1%	10.7%	19.9%	20.0%	12.8%	11.4%
RIM	8.3%	18.7%	6.8%	5.4%	5.2%	4.7%
Google	2.0%	3.0%	2.2%	3.7%	1.8%	0.4%

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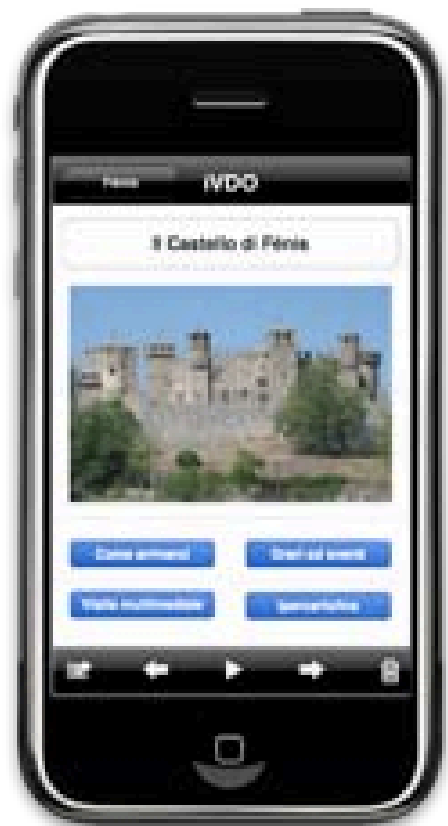
1 billion PCs

2 billion TV sets

4,8 billion mobiles

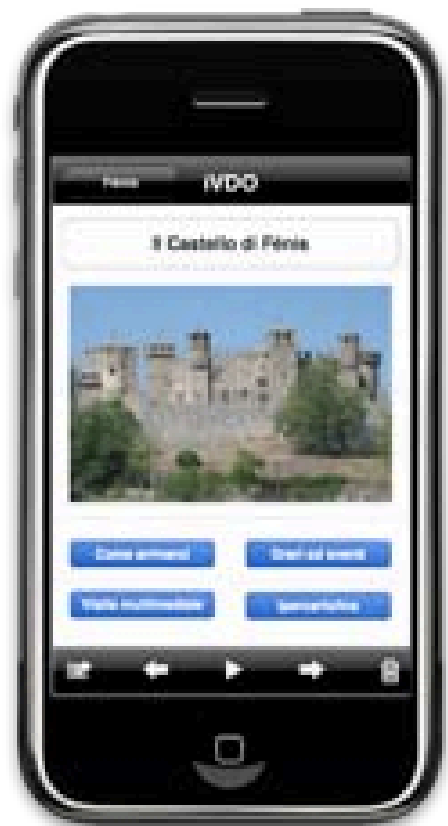


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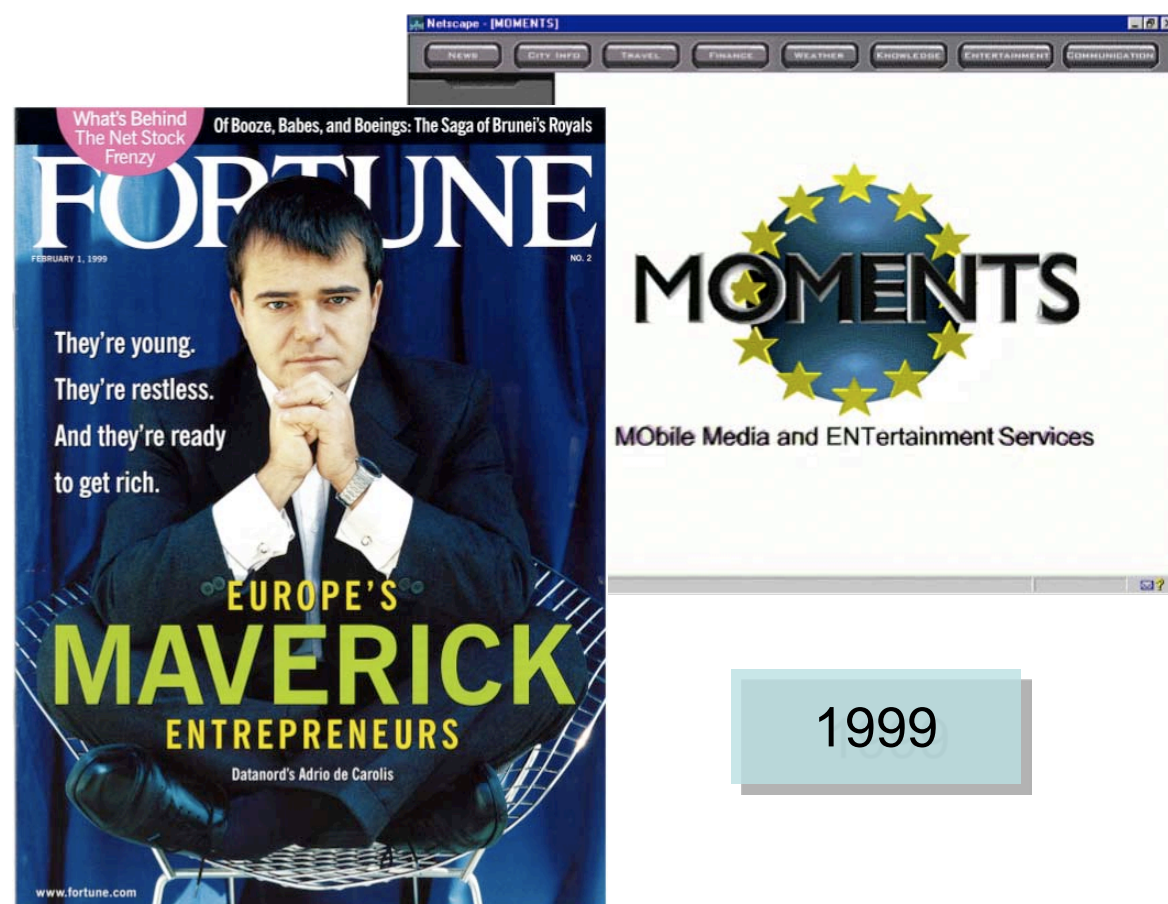


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1999



2004-2006



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### NUOVO PORTALE DEDICATO AL DEVICE Il meglio di RaiNet su iPhone

PROPONE CLIP, SPORT, FILM E NEWS; PRESTO AMPLIATO

Clip, sport, film e news: adesso il meglio della Rai è a portata di iPhone. In occasione del debutto mondiale del modello 3G, RaiNet lancia il nuovo portale dedicato, [www.rainet.it/i](http://www.rainet.it/i), con un'ampia selezione di contenuti video e testi in versione ottimizzata per il telefonino Apple. Due le aree tematiche a disposizione degli utenti. Nella prima - spiega l'azienda - si potranno consultare i migliori video Rai su intrattenimento e costume. La seconda sarà dedicata all'informazione con le notizie di RaiNews24 e l'ultimora del Televideo. Con questa nuova applicazione, il sito della Rai potrà diventare

una delle icone sullo schermo di iPhone, che consente un accesso diretto ai contenuti. «Questa iniziativa è un passo importante - commenta Piero Gaffuri, amministratore delegato di RaiNet - ma è solo il primo di una strategia orientata alla massima diffusione dei contenuti Rai su tutte le piattaforme, compresi i terminali mobili e in particolare sulle piattaforme aperte. Questa nostra offerta iniziale verrà gradualmente ampliata e integrata con altre applicazioni specifiche, da quella collegata al progetto di casting online Nuovitalenti.rainet.it a un portale specifico per le Olimpiadi».



### PARLA L'AMMINISTRATORE DELEGATO, DARIO MELPIGNANO Neos ottimizza i contenuti di iPhone

LA SOCIETÀ HA SVILUPPATO LA SOLUZIONE DI MOBILE CONTENT MANAGEMENT

Neos opera dalle sedi di Milano, Brescia e Madrid lungo due linee di business principali: sistemi gestionali per l'impresa e soluzioni mobile & wireless ([www.neosresearch.com](http://www.neosresearch.com)), [www.mobc3.com](http://www.mobc3.com). «Dal 2003 si focalizza sullo sviluppo di soluzioni Web e Mobile 2.0 cross-network e cross-device - spiega a DailyNet, l'ad. Dario Melpignano - Partendo dalla visione secondo cui la fruizione del mobile internet richieda una modalità di interazione specificamente progettata per il cellulare, Neos ha creato (in collaborazione con aziende fra cui spiccano Nokia, Microsoft Research, Intel e Sony Ericsson) la piattaforma tecnologica MobC3 (Mobile content & commerce channel), che consente la gestione e il delivery ottimizzato di contenuti e servizi per telefoni portatili, iPod, iPhone e palmari. È una piattaforma declinata su diverse verticalità di mercato come: MobC3 Content, dedicata al mobile content management; MobC3 Loyalty, per supportare il marketing della fidelizzazione; dematerializ-

zando le carte fedeltà e abilitando il mobile shopping di prossimità; MobC3 Coupon, che abilita per i servizi di invio e consumo di coupon promozionali con il telefono dei clienti. Basandosi sulla strategia di predisporre servizi che fossero indipendenti da operatori, «Abbiamo iniziato a collaborare con Apple e con gli sviluppatori che hanno progettato iPhone 3G e, nel giro di tre mesi, siamo riusciti a fare il porting della piattaforma», continua Melpignano. Predisposta un'offerta di mobile content management per iPhone, Neos ha iniziato a proporla al mercato. «A quel punto abbiamo cominciato a prendere contatto con gli operatori e con il mondo media e comunicazione - spiega Melpignano - Abbiamo iniziato così a collaborare con il Giornale, Telecinco, Rai, Panorama, Corriere della Sera, Gazzetta dello Sport, Il Sole 24 Ore. Ma anche con Carrefour per cui abbiamo sviluppato servizi mobili per iPhone con Banca Popolare di Vicenza e con altri brand del settore retail. Secondo Melpignano la più grande opportunità offerta da iPhone alle aziende «Consiste nel trasferire sul proprio brand il forte valore simbolico associato al nuovo prodotto Apple. Inoltre, usare gli smartphone come canale diventa sempre più un'attività indispensabile, perché avrà una penetrazione sempre maggiore. iPhone, in particolare, segna una forte discontinuità per il mercato, basti pensare che il 25% degli utenti di Corriere e Gazzetta.it, a pochi giorni dal lancio in Italia si collegano con iPhone. Un mercato destinato a un'evoluzione, se consideriamo che gli analisti in quanto all'utilizzo di un mezzo come iPhone, pongono la maggior enfasi sulla fascia business».





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**Dada.**

il Giornale.it

ticino**news**.ch

**CORRIERE DELLA SERA** *it*

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**TELECOM**  
ITALIA

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Popolare di Vicenza

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**Rai.it**

**TELECINCO.ES**  
GRUPO PUBLICSPAÑA

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Connecting People

**NEC**

**RCS**

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Tutto il rosa della vita

**L'ECO DI BERGAMO** *it*

**101**  
Radio

**intel**

**orange**

**Meridiana**

**CartaSi**

**l'Occidentale**  
orientamento quotidiano

Comune  
di Verona

**ockol**  
click'n'roll

**MONDADORI**

**CAISSE D'EPARGNE**

**vodafone**

COMUNE DI SIENA

Comune  
di Verona

**ockol**  
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**NTT Do Co Mo**

**MONTE DEI PASCHI DI SIENA**  
BANCA DAL 1472

**Pubblicità**  
ITALIA

**RAINEWS 24**

**Televideo.rai.it**

**Panorama** *it*

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## **Neos Srl. our chosen Mobile Application Partner**

- Neos was chosen after a number of options were researched:
  - A small Italian based company with a strong mobile background.
  - Strong international customer base including:
    - HP, Cisco, Nokia, Carrefour, Orange, Meridiana Airlines, CartaSi, Fineco, City of Verona, Gazzetta della Sport, RAI
  - Ability to work across all smart phone platforms
- Neos has signed an NDA and agreed to a Memorandum of Understanding with Oracle.

ORACLE



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**TECHNICAL BACKGROUNDER**

640 million mobile phones are connected, and high quality applications that can be deployed on all devices are in demand. Data consumers don't want to use with eight different applications, each with its own interface and user experience. mobc3 is the only platform that can deliver a single, unified, and secure mobile experience to all devices, enabling brands to connect with their customers through their mobile devices.

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## Empower truly exceptional customer experiences

### Design applications once, deploy on all devices

The mobc3 platform helped start the mobile revolution five years ago when we pioneered a completely new way of enabling mobile services and applications. The main objective of mobc3 has been to enable a single source design and cross-platform compiling and optimization of mobile applications, to target the widest range of mobile devices. Started as a solution for rich media mobile distribution, and evolved over time to support interactive, data-driven, client-server applications, mobc3 is currently used for both content and functionality-oriented applications and services by a number of first-class organizations worldwide. The result and power of mobc3 is that organizations can effortlessly and securely provide information and services to their end users on eight smartphone platforms and more than 10,000 different devices with unbelievable flexibility and support.

Given the absence of standards in the fragmented mobile arena, mobc3 adopts a mix of state-of-the-art technologies and distribution strategies under a unified approach, to leverage strengths and mitigate weaknesses of different classes of devices, rather than adopting a "one-size-fits-all" approach. mobc3 starts when standardization efforts, such as WebKit and J2ME give up. The first is the open source application framework used on iPhone, iPod and iPad, Nokia Symbian, Maemo and Meego, Google Android, IBM Blackberry and others; the latter is supported, even if not fairly, on many legacy devices. mobc3 rules them all, solving the need to device resources to maintain dedicated mobile sites and applications optimized for the different handhelds, supporting most devices and automating the update of applications for every new device launched in the market.

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**MOBC3**  
**MEDIA**

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## The mobile, connected, digital consumer

### Challenges for a "content anywhere" world

Change is happening now. As the world begins to emerge from the economic downturn, companies are thinking again about growth fueled by innovation. In the media and communication industry, plans for growth are primarily rooted in the new promise of mobile networks and applications, enabling a broader range of innovative services and content. This is one of the biggest opportunities that media and communication executives may witness in their lifetimes. At the same time, organizations face a difficult challenge in harnessing the mobile opportunity to drive performance. Traditional models of communication and content consumption are fragmenting as more delivery channels are available to consumers than ever before. In the area of media consumption, for example, the mobile and online channels have overtaken traditional TV as major growth engines.

In a fragmented consumer and technological environment, a multi-platform approach supporting the digitally connected consumer is key to driving profitable growth. Mobile devices are becoming the first screen for news and entertainment. Soon, more and more young people will leapfrog over the PC straight to mobile – a phenomenon already evident from Asia to Africa. In this context, mobc3 Media is the leading solution to distribute multi-platform content and services, across disparate networks and devices. Given the number of moving parts involved, it is not surprising that flexibility rank highest among the requirements for enabling platforms. Multi-platform flexibility can help organizations connect people everywhere and anywhere, on multiple devices both in and away from the digital home and the office.

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## Let your customer know your products

### Information through all barcodes

Extended Packaging is one of the applications of Mobile Commerce that has been identified as relevant for the Fast Moving Consumer Goods (FMCG) supply and demand chains. Extended packaging means giving consumers access to information or services about products through their mobile phone. It is the ability to retrieve additional information about the product through mobile devices or in general to link a product with virtual information or services. Some examples are: allergen information, language translations, recipes and usage instructions. Consumer needs are better met in this way since it is not feasible to print everything a consumer might want to know on a product's packaging or a store shelf. mobc3 Tag has been developed from this consumer's standpoint. The concept behind this application is to access and share information with everyone and for everyone.

mobc3 Tag can be used by Brand Owners, who want to provide additional information and services for their products. Retailers, who want to provide additional information and services around products in their store. Mobile Operators & Handset Manufacturers, looking to provide value added services to their customer base. Service and solution providers, looking for ways to connect brand information to consumers mobile devices.

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## Empower truly exceptional customer experiences

### This time, it's personal, it's mobile

The mobc3 platform helped start the mobile revolution five years ago when we pioneered a completely new way of enabling mobile services and applications. The main objective of mobc3 has been to enable a single source design and cross-platform compiling and optimization of mobile applications, to target the widest range of mobile devices. Started as a solution for rich media mobile distribution, and evolved over time to support interactive, data-driven, client-server applications, mobc3 is currently used for both content and functionality-oriented applications and services by a number of first-class organizations worldwide. The result and power of mobc3 Commerce is that organizations can effortlessly and securely provide information and services to their end users on eight smartphone platforms and more than 10,000 different devices with unbelievable flexibility and support.

Two years ago have been about building the global grid of connecting, with the Internet as the universal application platform. With this infrastructure in place, the next wave is about mobile applications that can be used by 600+ million mobile broadband subscribers to improve people's lives and redefine industries. Thanks to mobc3 Customer Experience, organizations can empower truly exceptional customer experiences by connecting their brands with their customers through their mobile device and utilize customer insights in product development and performance measurement, to enhance capabilities with offers and campaigns throughout the customer lifecycle to improve ability to meet customer expectations and use the information to adapt service to give each customer a tailored offer based on preferences, past behaviour and location.

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## Mobilize your brand, products and services

### Create the high performance bank today

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mobc3 Commerce includes cross-platform applications delivery, state-of-the-art security and a set of customization tools, to turn the pre-built business components or easily create new ones. Available functionalities include: authentication, authorization, viewing balances, browsing statements, making payments, monitoring portfolio and buying securities. Mobile banking solutions based on mobc3 can easily be integrated with existing Internet banking backends. Banks can access a growing set of customers as 60% of bank customers are interested in mobile services, and only 50-60% of mobile banking users are also online banking users. Source: "Mobile Banking: Weighing the Lessons Learned", Bank Systems & Technology. An exceptional mobile customer experience in terms of functionality, quality and safety is therefore a key characteristic of mobc3 Commerce.

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**MOBC3**  
**COUPON&TICKET**

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## Breakthrough growth through innovation

### Achieve high performance in retail

Although the easier migration path for media and communications companies looking to sell their existing advertisers the same thing on a different platform is banner ads, an array of new ad products represent the real growth opportunity ahead. Most of these ad products are still in the stages of development, but responses that early adopters have been getting with mobc3 Coupon&Ticket are outstanding, including a number of technologies such as: Mobile coupons, that aim to reduce cumbersome paper newspaper inserts and direct mail, can deliver demographic information about the users, on top of motivating them to come to a store and make a purchase. They leverage the capability of mobiles to deliver a coupon to the user when and where it will do the most good, creating an immediate "call to action" that results in instant gratification.

Common Short Codes (CSCs), a short series of numbers, usually five or six digits, to which a user can send a text message that will trigger a response message from an advertiser sending back information or content, or enter the user in a contest. QR Codes and datamatrix, that work in a similar way. Users with cell phone cameras can take a picture of the 2-D bar code, which causes the phone's browser to launch and redirect to the URL, contained in the code. The codes can appear on newspaper or magazine pages, signs, business cards, or any printable object. Accompanying the adoption of retail applications on mobile devices with mobc3 Coupon&Ticket will realize the promise of the mobile internet, empowering truly exceptional customer experiences by connecting your brand with your customers through their mobile device.

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**LOCATION**

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## Multi-platform and multi-device

### Cross-platform, location-based applications (LBS) on all mobile devices



Positioning technologies integrated in mobile phones are fueling a new era of innovative thinking and inventions, and sparking the development of reliable navigation solutions for users. Advances in portable devices and wireless communication enable new form of services named location-based services which deliver context dependent information to mobile phone and ubiquitous computing environments. Its key component, mobc3 Location, allows the creation of a limitless range of cross-platform, location-based services (LBS), that connect content and services with people using their mobile device. Extensions of Point of Interest (POI) data towards more relevant "Areas of Interest" (AOI), where the user can easily access information based on location and relevance, mapping, and exciting new technologies such as cross-platform augmented reality to create services compatible with the widest range of devices, are the building blocks of a whole new generation of location-based services and applications.

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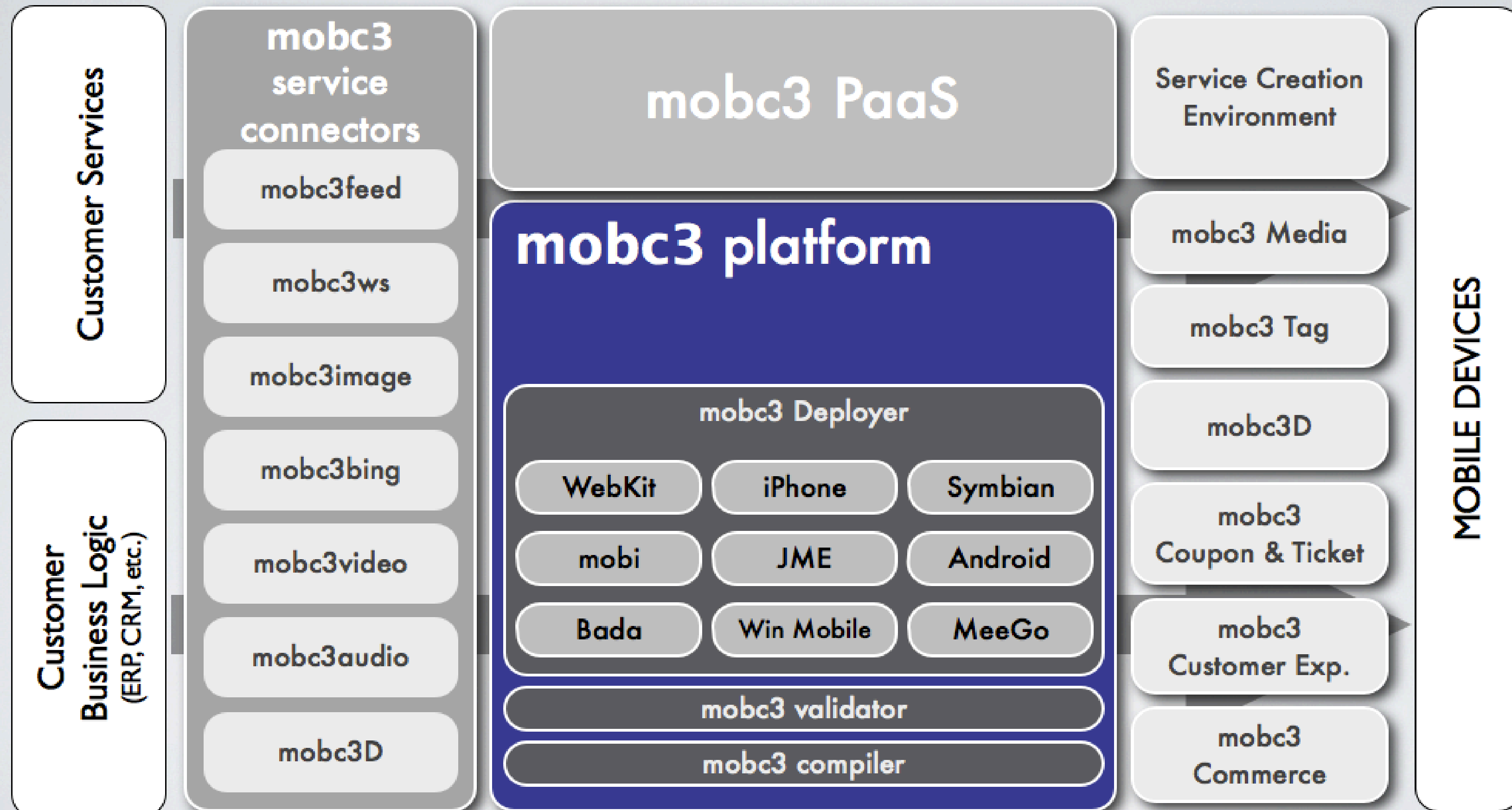
[www.mobc3.com](http://www.mobc3.com) - [info@mobc3.com](mailto:info@mobc3.com)

1



mobc3 - Empower exceptional customer experiences by connecting brands with their customers through their mobile devices

## mobc3 technology positioning



# mobc3 - Empower exceptional customer experiences by connecting brands with their customers through their mobile devices





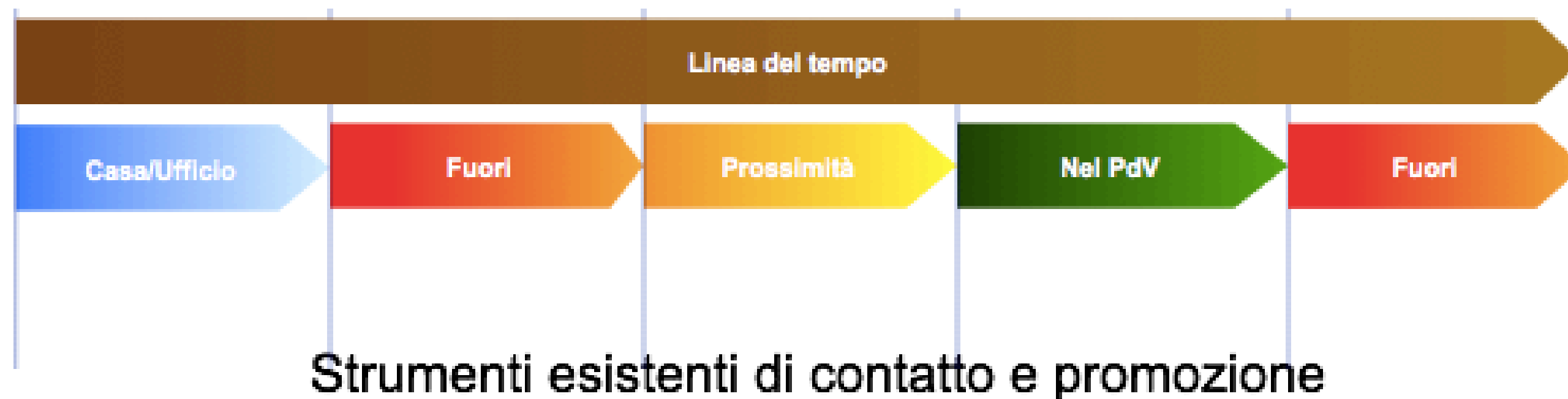
# mobc3 - Empower exceptional customer experiences by connecting brands with their customers through their mobile devices

1. Localizzare e conoscere gli orari di apertura dei punti vendita vicini al cliente

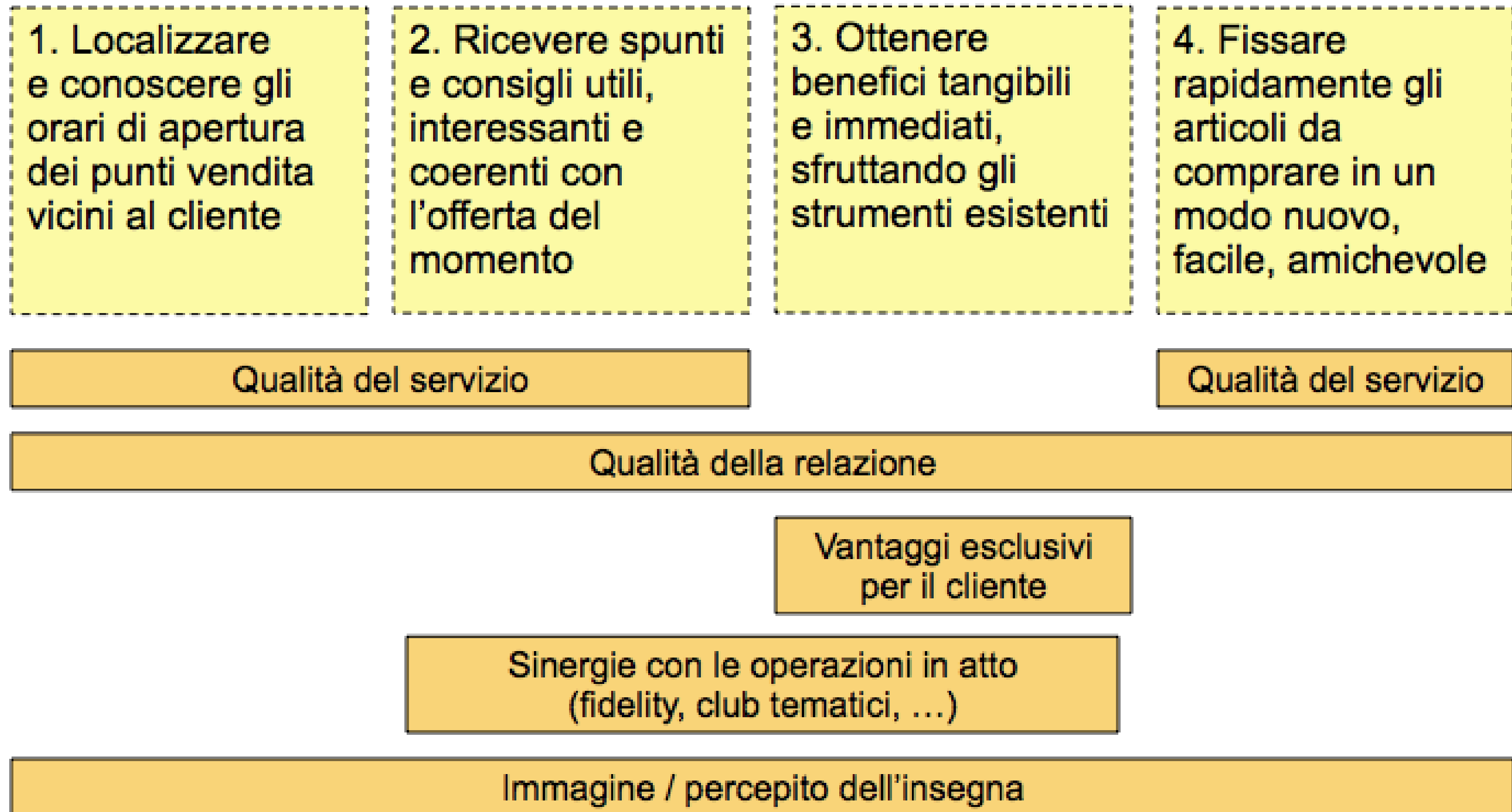
2. Ricevere spunti e consigli utili, interessanti e coerenti con l'offerta del momento

3. Ottenere benefici tangibili e immediati, sfruttando gli strumenti esistenti

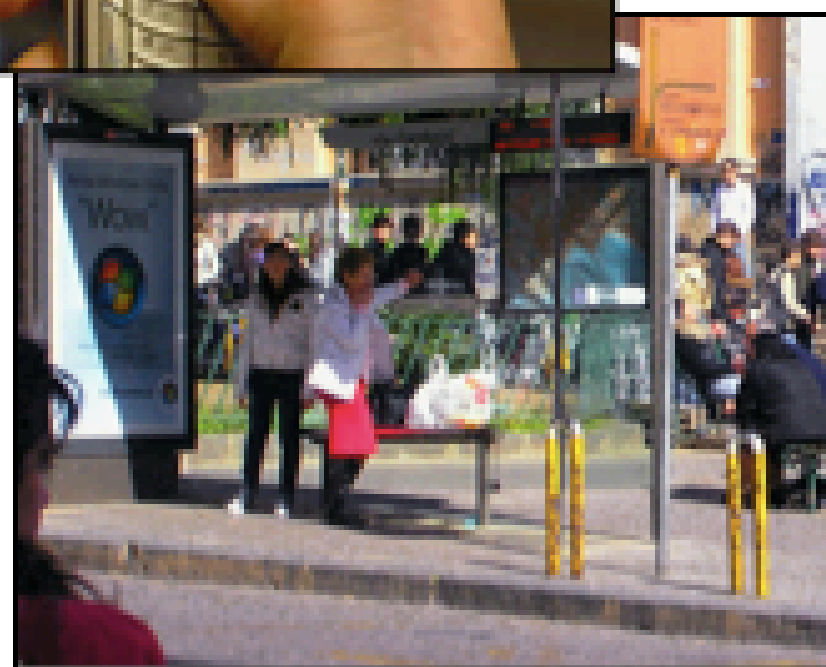
4. Fissare rapidamente gli articoli da comprare in un modo nuovo, facile, amichevole



# mobc3 - Empower exceptional customer experiences by connecting brands with their customers through their mobile devices



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Sarà aperto domani mattina  
il supermercato?  
E poi non so che preparare  
per il pranzo

1. Localizzare  
e conoscere gli  
orari di apertura  
dei punti vendita  
vicini al cliente

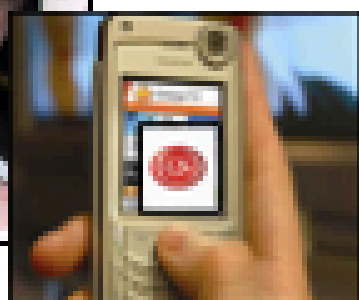
Proviamo questo "supermercato  
in tasca" che ha trovato mio marito...

Però, ci sono proprio  
i supermercati  
della nostra zona!  
Ecco qui il solito, bene,  
è aperto anche la domenica  
fino alle 13





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Oh guarda questa  
è la settimana  
dei "Sapori di montagna"!

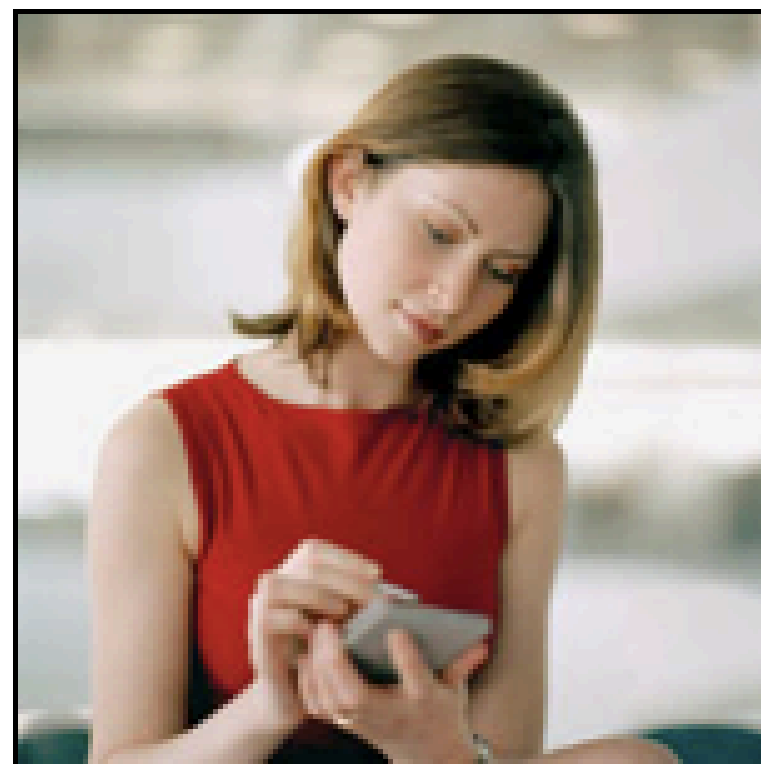
E chi li conosceva  
questi formaggi?  
C'è sempre qualcosa  
da scoprire...

Potremmo organizzare la  
degustazione a casa venerdì :)  
ci sono anche  
gli abbinamenti con i vini!

2. Ricevere spunti  
e consigli utili,  
interessanti e  
coerenti con  
l'offerta del  
momento



# mobc3 - Empower exceptional customer experiences by connecting brands with their customers through their mobile devices



Ci sono anche offerte  
per i titolari del programma fedeltà...  
Non me la devo  
dimenticare a casa  
come l'ultima volta!

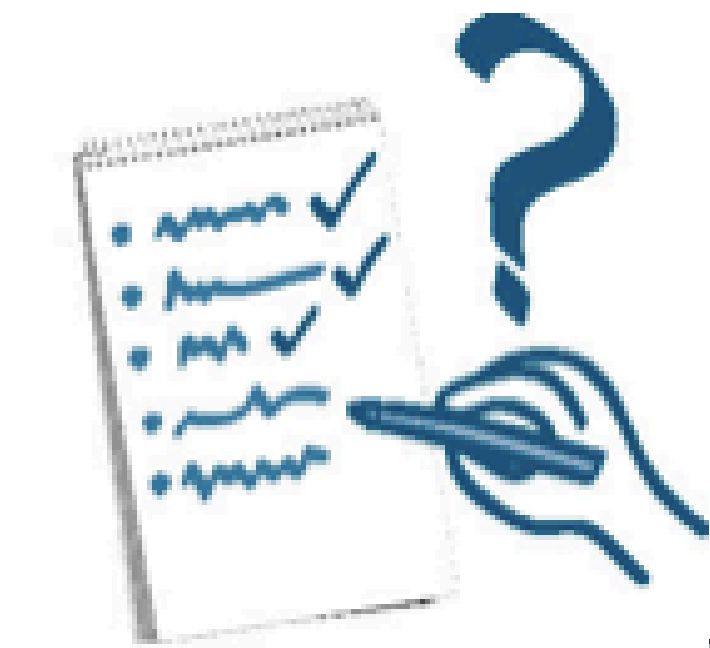
Vale proprio la pena andarci...

Mica male  
questo "supermercato in tasca",  
adesso provo anche  
la lista della spesa  
per le altre cose

3. Ottenere  
benefici tangibili  
e immediati,  
sfruttando gli  
strumenti esistenti



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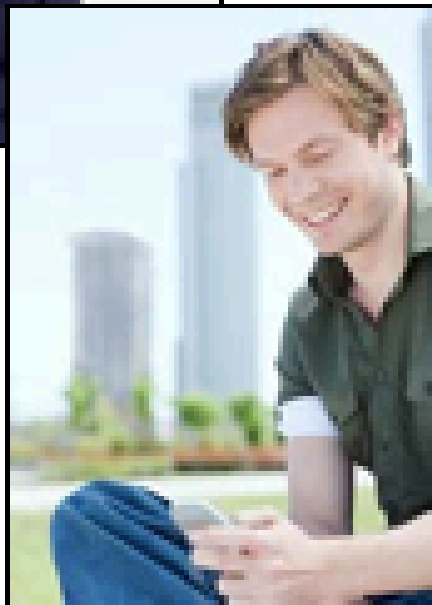
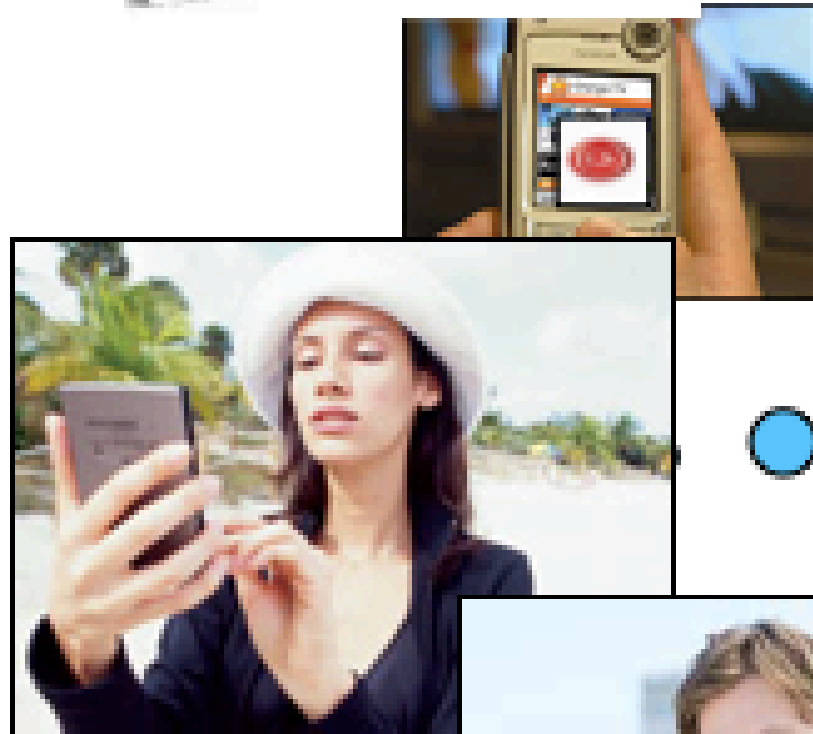


Scarabocchiare su un foglietto  
non è sempre  
la migliore soluzione...

4. Fissare  
rapidamente gli  
articoli da  
comprare in un  
modo nuovo,  
facile, amichevole

Dunque, ecco la lista:  
pane, ok, latte, ok,  
carne, no, frutta, ok,  
vediamo quale... mele..., poi  
questo lo saltiamo...

Perfetto! E' venuta così bene  
che adesso la mando a mio marito,  
ci va lui a fare la spesa! :)



Casa/Ufficio

Fuori

Prossimità

Nel PdV

Fuori