Mobile Marketing Console

ZOS.communications
makers of
zhiing

ZOS Communications' Mobile Marking Console provides a direct channel for the interactive delivery of location-based marketing campaigns from your PC.

The ZOS Mobile Marketing Console allows you to create geo-targeted campaigns via an easy to use web console and interface. After creating your marketing "event" you can; schedule the start of the campaign, select a location or geo-fenced area, and initiate the triggers that will start the delivery of the campaign. The console allows for a variety of content formats, including imagery, attachments and hyperlinks that are delivered into a ZOS enabled mobile application, or ZOS' universal inbox called zhiing.

If you are seeking to add geo relevancy to a marketing campaign ZOS Communications' Mobile Marketing Console can help to sharpen your targeted message.

1 Use your own application with easy plug-in tools

2 SDKs available for application development

3 White label applications available

4 Currently released on: iPhone
                            Android
                            Blackberry
                            Windows
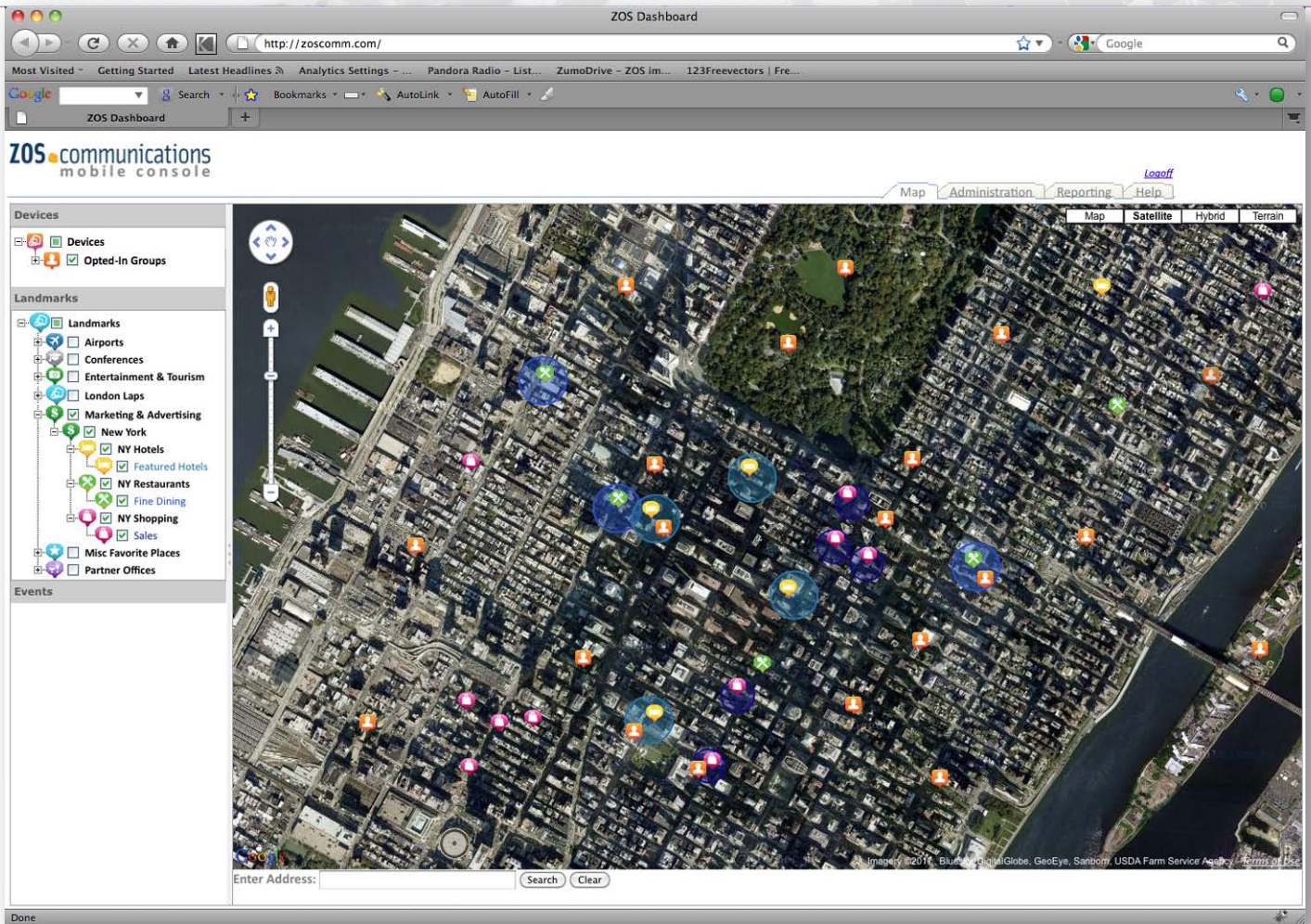   Symbian/Nokia

Features

- Easily manage a database of devices, events and landmarks
- Create and edit groups to improve your target marketing campaigns
- Build and manage your events and event details like schedule, status, etc.
- Create and manage a message or campaign library
- Event triggering can be based on velocity, proximity to other devices, or the movement in and out of a geo-fenced area
- Deliver a variety of content formats including images, attachments, media and html with hyperlinks
- Deliver marketing message via sms, email, the ZOS zhiing application or your application's own zhiing inbox

Benefits

- Quick and Easy Initiation and implementation of geo contextual marketing
- Differentiate your campaigns with a mobile presence and relevant messaging
- Deliver the right message and content to the right people in the right place
- Deliver specific content to specific devices or target audiences
- Deliver messages to users across mobile device platforms and across mobile service providers

ZOS Communications Location Platform Capabilities

The ZOS Communications' Location Platform capabilities listed below, are enabled by the Mobile Marketing Console allowing for easy creation of events, delivery of content and grouping of marketing message recipients.

1. Event Creation

Geo-fencing

Triggering
- Velocity
- Proximity to other devices
- Entering or exiting geo-fencing area
- Other defined criteria or grouping

Message Delivery via:
- zhiing message (ZMS)
- zhiing client (Universal Inbox)
- sms
- email

Delivery of multiple content types including:
- Navigation points
- Images
- Documents
- Media
- HTML

2. Grouping
Group devices by user defined criteria

3. Dispatch
Combination of stand alone messaging and routing to individuals or groups

---

Karen Morris   Chief Marketing Officer | 919 649 6976 | kmorris@zoscomm.com

Jonathan DeLong   EVP - Business Development | 805 636 2727 | jdelong@zoscomm.com

Tony Winterbauer   VP - Channel Sales | 805 453 6550 | twinterbauer@zoscomm.com

www.zoscomm.com   **www.zhiing.com**