GAME CHANGING MOBILE APPS

I'm already sold on the idea of reading magazines electronically--as long as the experience is this good.

- Rick Broida, CNET

"You can delete every other fast food app on your iPhone now. Chipotle's app sets the standard. "

- Matt Buchanan, Gizmodo

Zinio Magazine Newsstand & Reader

Founded in 2000 to build enterprise and mobile solutions, today Pervasent develops game-changing applications for the iPhone, iPad and Android devices - with a focus on paper replacement, food service and social networking.

THE MOBILE CHALLENGE

Applications for small form factors must be pared to their essentials - as simple as can be, but no simpler. Intermittent access, data size and network latency issues also need to be addressed.

These challenges and others were present when developing the iPhone and iPad applications for Zinio, the leading platform for mobile delivery of magazines.

Magazines are downloaded and read off-line, allowing users to store all their publications on a single device that can be held in one hand. Users manage their subscriptions anytime and anywhere.

The power of mobile apps is not just in their portability. The Zinio app adds a depth and warmth to the magazine experience that's unattainable in print.

Interactive pages present readers with high-fidelity images and videos, creating an immersive user experience that feels tangible and three-dimensional.

Readers report they are checking out magazines they never considered before.

Burrito
Flour tortilla, choice of cilantro-lime rice, pinto or vegetarian black beans, meat (braised carnitas or barbacoa, adobo marinated and grilled chicken or beef) or guacamole, salsa and cheese or sour cream.

MOBILIZING THE ENTERPRISE

Pervasent's experience with Zinio can be applied to other paper-replacement applications.

Using Pervasent's Board Papers platform, materials for board meetings no longer need to be couriered around the world. Documents are automatically downloaded to board member's iPads, updated on-the-fly and archived after a set number of days.

Initially designed in concert with **Standard Chartered Bank**, Board Paper had to meet the bank's exacting performance and security requirements.

Using Board Paper, support staff time is cut in half. Printing and shipping costs are eliminated. Board members enjoy a superior meeting experience.

FOOD ON THE GO

Mobile applications help restaurants win mind-share, facilitate ordering and provide a highly-personalized channel for loyalty and payment card programs.

With over 1,000,000 downloads and a 4+ rating, the Chipotle iPhone app sets a high benchmark for restaurant applications.

With just a few taps, hungry customers can find the nearest store location, select from a full menu, securely pay for their order and choose a pickup time.

Favorite orders can be saved, making it a snap to order "the usual." Long lunchtime lines are no longer a deterrent to getting a tasty burrito.

In partnering with Pervasent, we benefited from their deep understanding and extensive experience in building game-changing iPhone applications.

- Mark Crumpacker, CMO for Chipotle

THE RIGHT TEAM, THE RIGHT APPROACH

Each of Pervasent's principals brings over 20 years of application development and project management experience to your project.

We know how to deliver large and complex projects on-time and on-budget. Equally important, we know how to keep small projects from becoming big projects.

Pervasent takes a collaborative approach to developing applications. By partnering with our clients, business and functional requirements are clearly defined and the surprises that can derail a project are virtually eliminated

The bottom line is that we're passionate about mobile technologies and creating truly innovative and useful applications. Simply put, that's what we do 24/7.

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