



Wireless Interactive Television Advertising
A Fast and Simple Way To Engage TV Viewers

Launching October 2012





WiO



WiO

By WiOffer

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Free

Category: Lifestyle
Released: Sep 14, 2012
Version: 1.0.0
Size: 3.2 MB
Language: English
Seller: WiOffer, LLC
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Rated 4+

Requirements: Compatible with iPhone, iPod touch, and iPad. Requires iOS 4.2 or later.

Customer Ratings

We have not received enough ratings to display an average for the current version of this application.

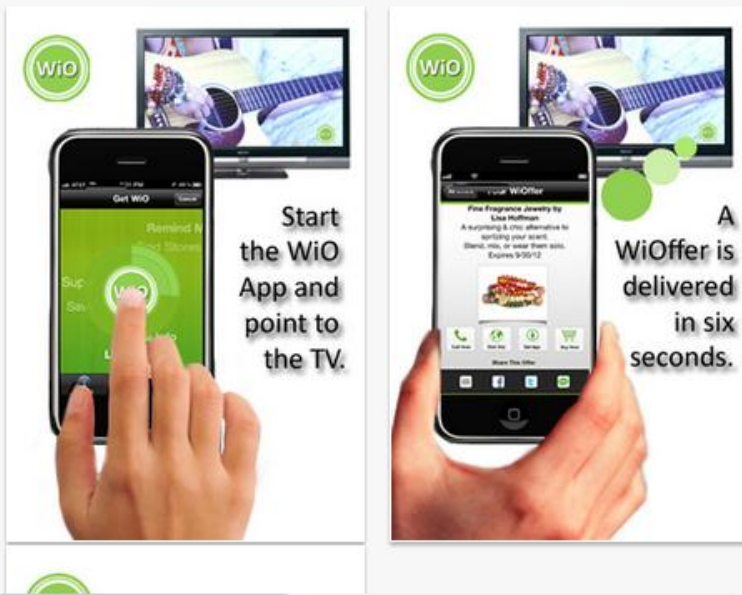
Description

WITH WiO'S INTERACTIVE TV APP, START RECEIVING OFFERS FROM YOUR FAVORITE NATIONAL BRANDS AND LOCAL ADVERTISERS. EVEN BUY OR ORDER DIRECT!

[WiO Support](#)

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iPhone Screenshots





WiO

- WiOffer is a 2nd Screen Mobile digital media company
- A patent-pending technology that allows delivery of coupons and other marketing promotional actions to mobile devices from television and radio commercials wirelessly
- WiOffer adds interactivity, accountability and can increase response rates to your TV and Radio campaigns whether locally, regionally, nationally and or internationally
- Combines ACR & Speech Recognition technologies





WiO

- WiOffer is a simple solution that requires “Zero-Technology Integration” - cable and broadcast network independent
- Offers can be quickly optimized and changed to improve results
- Offers can be socialized to friends & family via FB & Twitter, SMS & Email
- Pay only on performance - based on a Cost Per Delivery
- Includes real-time web-access reporting
- Advertisers can be up and running in as little as one day





WiO

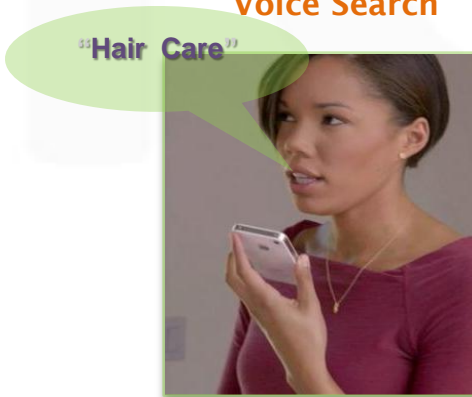
WiOffer



ACR Technology



Voice Search





WiO Actions

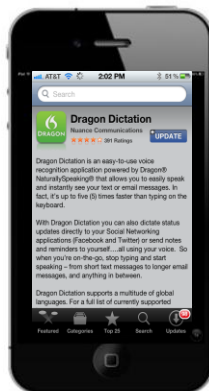
- Marketers can select up to 4 of 10 marketing actions
- Includes 4 social options



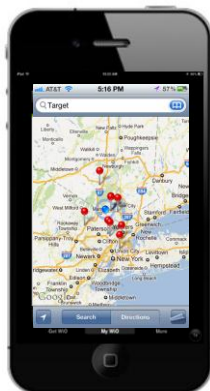
Phone Call



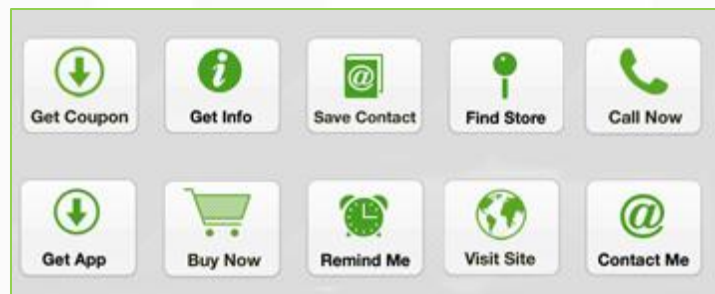
Website



App Download



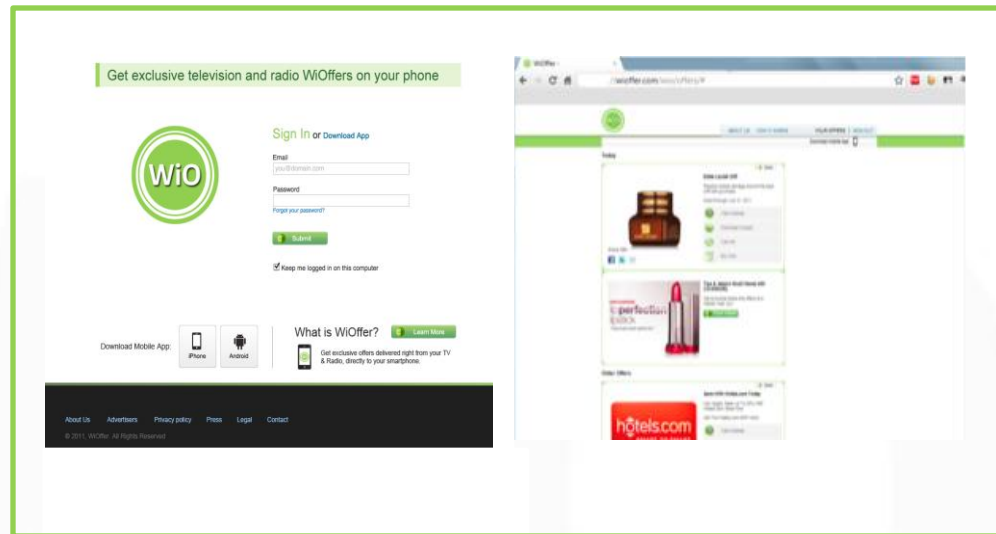
Retail



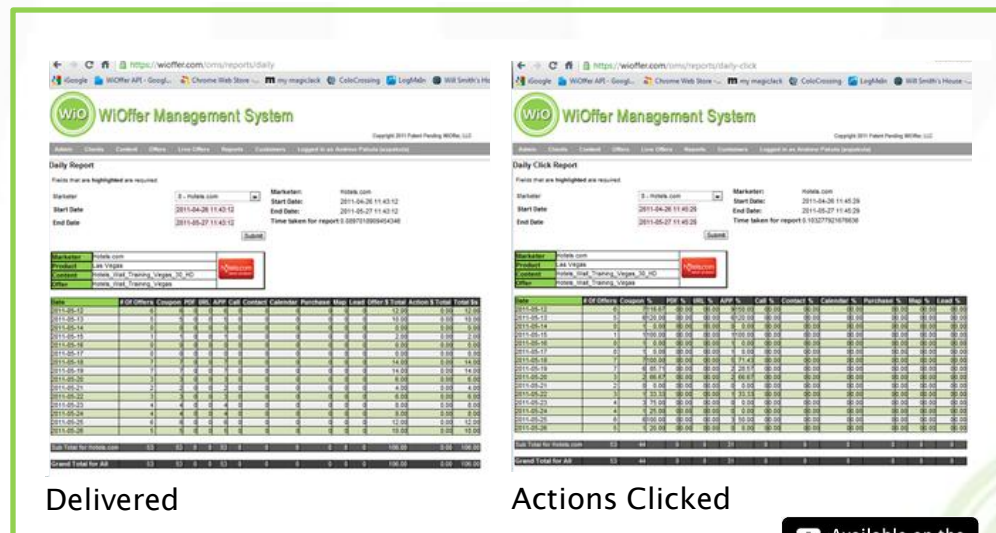


WiO Companion & Tracking

- Companion Website to Check offers



- Full online real-time reporting for advertisers



Delivered

Actions Clicked





WiO Launch

- Launching October 1, 2012
- WiO TV commercials will air in 2.1 million cable homes for with :60 and :30 second spots
- Spots are to educate on usage and benefits
- Initial 50 markets include LA, Dallas, Austin, Raleigh, Little Rock, Jackson MS, Charleston WV, Norfolk VA, Ok City





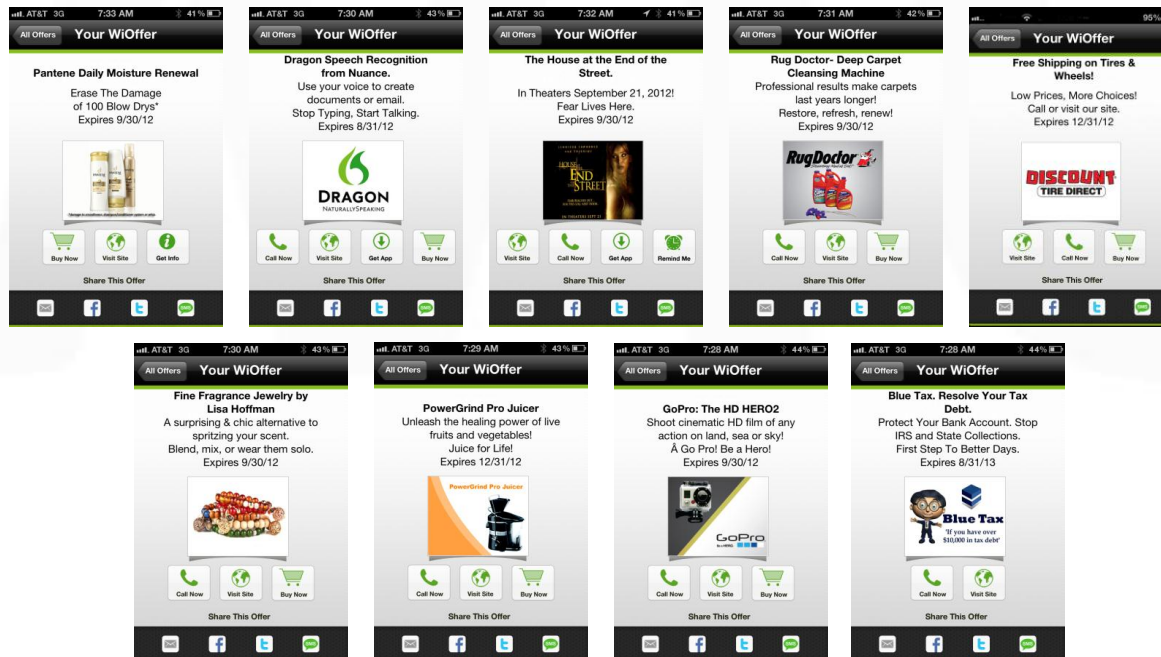
WiO Pricing

- WiO pricing is based on performance
 - WiO from TV
 - A cost per Hero Page Delivery
 - WiO from Voice Search
 - A cost per Keyword
 - WiO on Pre-Load
 - A cost of Pre-Load on WiO App for 2 weeks



WiO Advertisers

- Launch advertisers include
 - Brand Advertisers
 - Direct Response Advertisers





WiO Launch Alliances





To learn more about WiOffer and to set up an online meeting contact:

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