

INTRODUCING DISCOVERPAD

Bringing Your Destination to the iPad

DiscoverPad brings your destination's listing and events to the iPad, providing your visitors with powerful travel and itinerary planning tools, and allowing you to deploy easy-to-use kiosks in your visitor centres, hotels and other places tourists need quick and relevant information about what to do at their destination.

DiscoverPad, as with all Discover Anywhere Mobile applications, is built using the

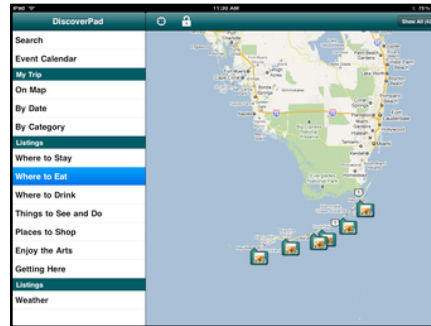
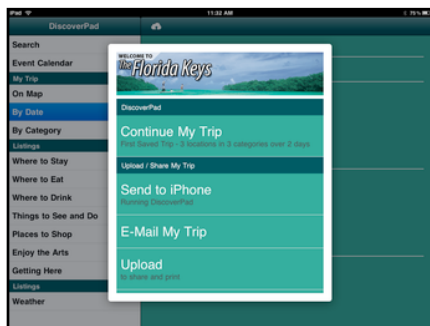
live data you're using today. For the ultimate time and cost-efficiency, we do everything needed to maintain your DiscoverPad application, including ensuring the data is always up-to-date. To certify consistency with your message, DiscoverPad is fully branded to your destination's branding, so your message is always on target.

Fresh Apps

- Tourism Victoria
- Long Island Wine Country
- Greater Reading CVB
- Bryan College Station

Fresh Products

- DiscoverPad
- Discover Anywhere Texting
- Andriod

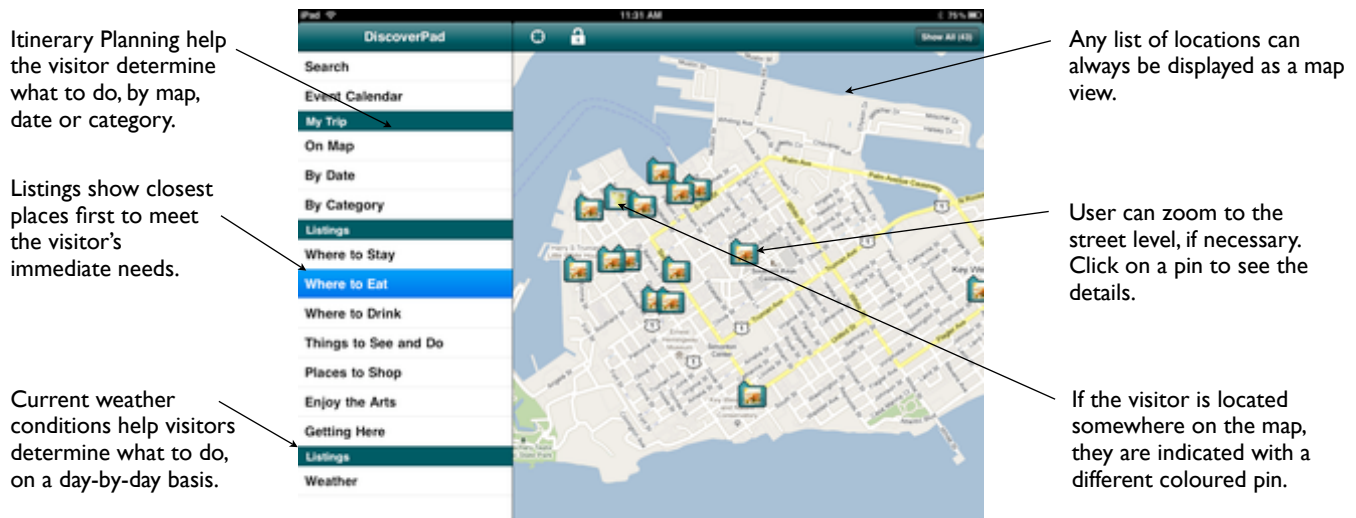


To find out more about DiscoverPad, visit our website at:
www.discoveranywhrremobile.com

Trip Planning & Destination Kiosk

Interactive Maps of places of interest.

POWERFUL TRAVEL AND ITINERARY PLANNING TOOLS



Itinerary Planning help the visitor determine what to do, by map, date or category.

Listings show closest places first to meet the visitor's immediate needs.

Current weather conditions help visitors determine what to do, on a day-by-day basis.

Any list of locations can always be displayed as a map view.

User can zoom to the street level, if necessary. Click on a pin to see the details.

If the visitor is located somewhere on the map, they are indicated with a different coloured pin.

MOBILE TOURISM 101

Getting Visitors to Your Apps

Once you've created apps for your destination, it's important that your visitors be able to find and download them! There are several paths through which your visitors can be directed to your apps:

- Automatic redirection from your website to your apps – a fully functional example with code of how to do that is on tools.discoveranywheremobile.com.
- QR Codes allows visitors to scan directly to your apps – more about this from Discover Anywhere soon.
- Links on your website inviting visitors to download your apps.
- Visitor Center posters/promotional material with straightforward instructions on how to download your apps.
- Star burst stickers highlighting apps in your current brochures, inviting visitors to download the apps; think environmentally – no need to print current offers/information; it's right there in the palm of your visitor's hand. For your next

brochure run, highlight app downloading information.

- Issue press releases through your normal channels.
- Contact local newspapers, radio stations and television stations to disseminate promotional information.
- Create posters/promotional materials with app information for member locations (especially hotels). Go one step further – invite hotel concierge and front desk staff to a free information seminar that will turn them into app experts.
- Launch a campaign inviting local residents to download and rate your app on the iTunes store to create hype and boost your download numbers. Suggest that they use the apps social media functions (i.e. Facebook, Twitter, etc.) to spread the word. Offer a prize for the best tweet of the week regarding one of your members or one of your events, and watch the buzz work for you.

IPOD TOUCH MAKES UP 38% OF IDEVICES SHIPPED

The Unofficial Apple Weblog (TUAW) reports that blogger "asymco" has a rough estimate of how many of each iDevice are operating worldwide today.

According to recent research, there are 120 million iDevices in the world today, and 59.6 million of those are

iPhones. The current number of iPads in the hands of customers around the world is 3.2 million, meaning there are likely 45.2 million iPod Touches in use.

Your apps need to work without a network connection, or you're missing almost 40% of the iOS handheld market.



NEW PRODUCTS COMING NEXT MONTH

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