



MOBILE ROADIE™

Sports Overview

2011

Mobile Roadie is the most powerful mobile app platform in the world.



American Typewriter

Verdana

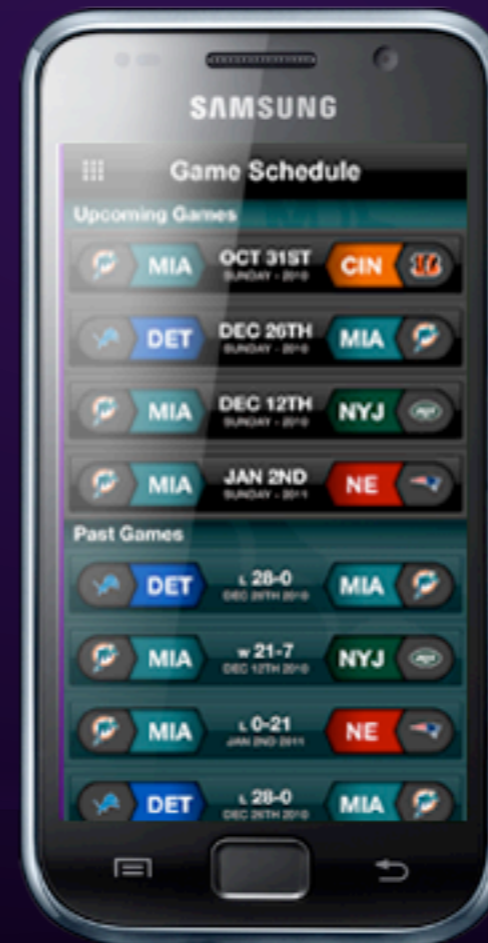
Trebuchet MS

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Times New Roman



MOBILE ROADIE™



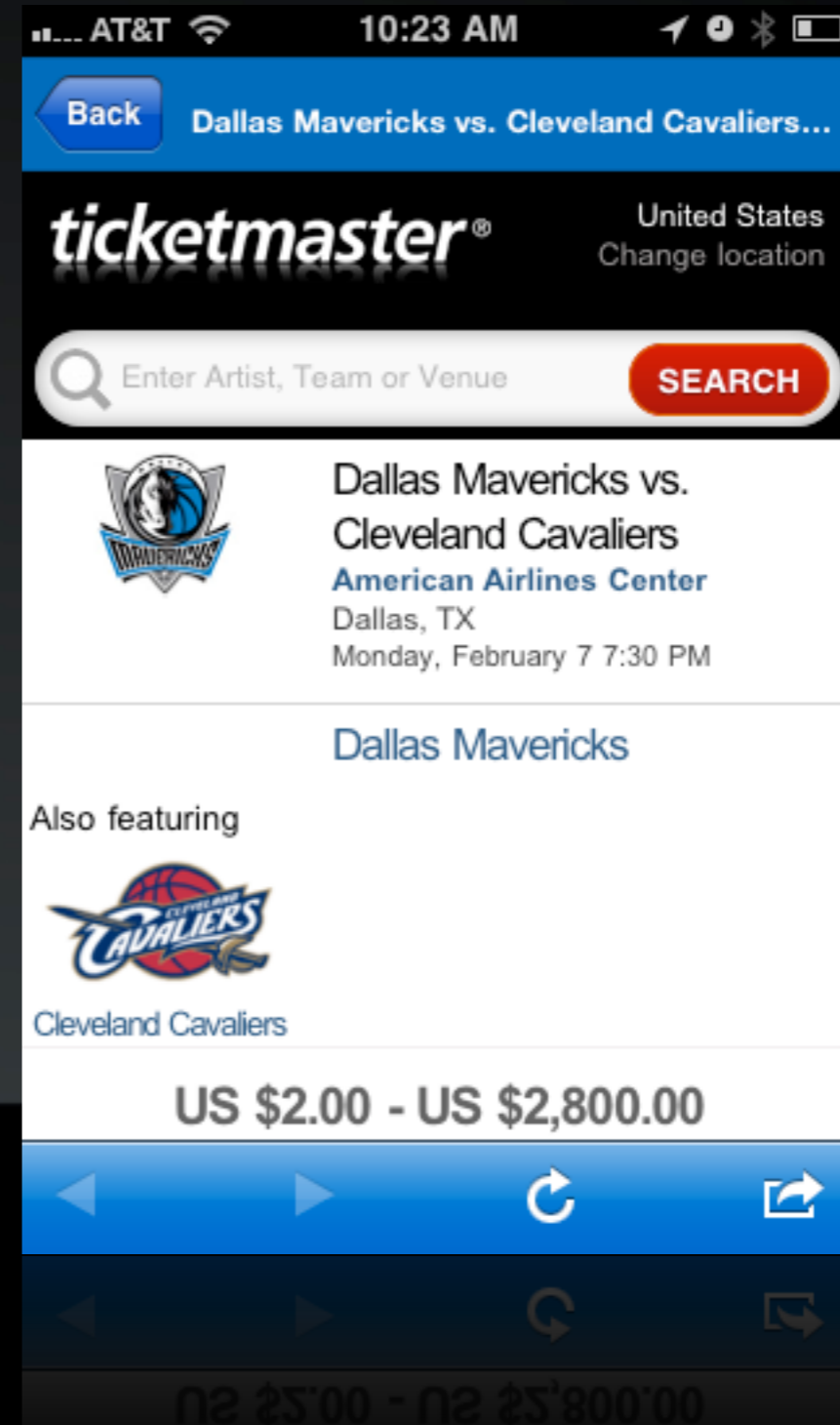
Some of our clients...



Sell Tickets

Give fans a schedule in advance and link to your existing ticketing website.

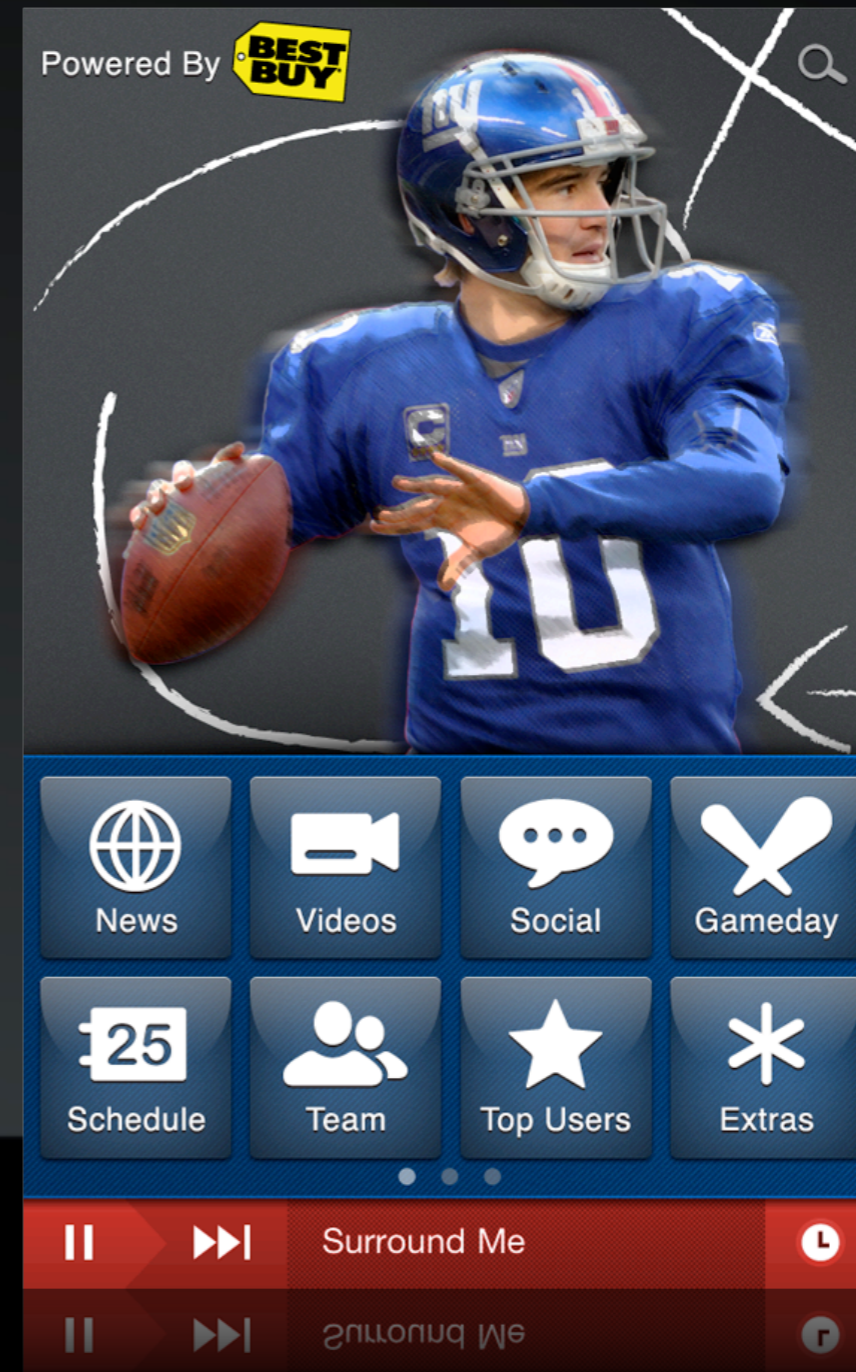
- ★ Fans can RSVP and share with their friends that they're "going" to a game.
- ★ Fans can upload photos during a game.
- ★ Chat in real time about a game.



Sponsors

Gives sponsors another place to shine.

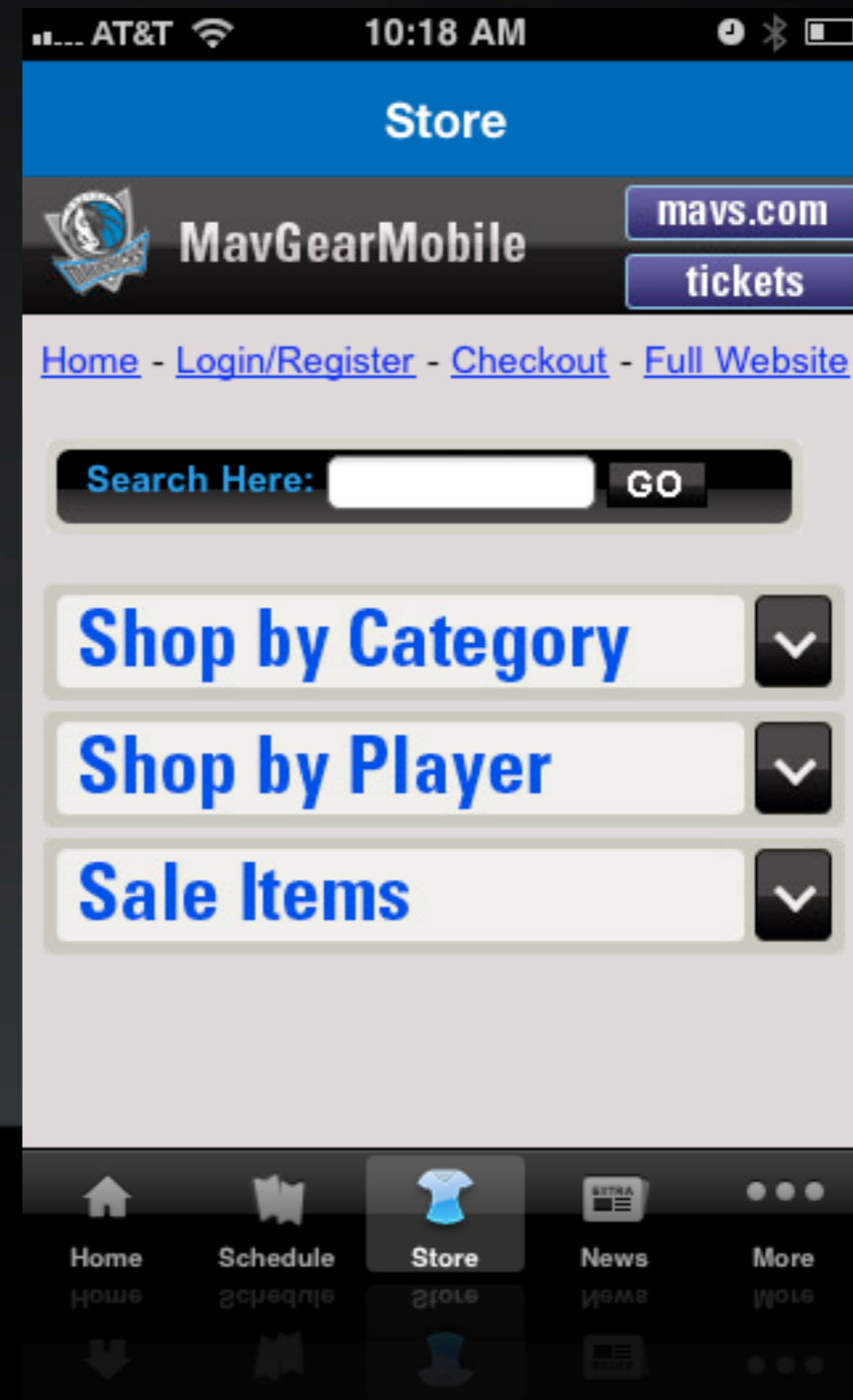
- ★ Branding presence throughout the app.
- ★ Can link to sponsor websites or other in-app material.



Sell Merch

Sell physical merch to fans, right inside your app.

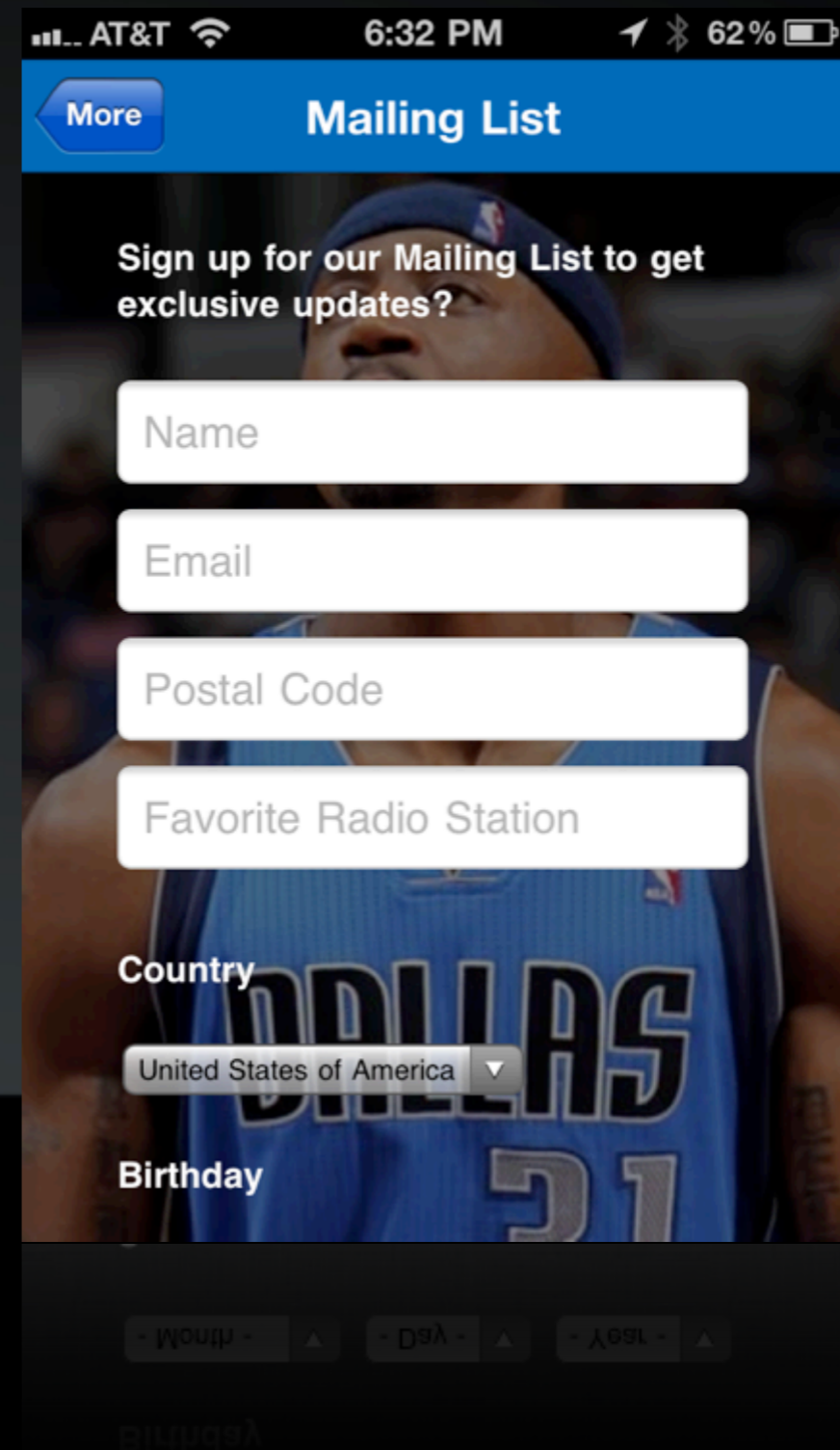
- ★ Link to any merchandise store
- ★ Opens up inside the app
- ★ Especially effective with mobile optimized links



Collect fan info

Get demographic info and email addresses from fans.

- ★ Get basics (name/email) and other demographic information from fans.
- ★ Ability to add custom fields and/or your privacy policy.
- ★ Export emails and import into your internal system.



The screenshot shows a mobile application interface for a 'Mailing List' sign-up. At the top, the status bar displays 'AT&T', signal strength, Wi-Fi, the time '6:32 PM', location services, Bluetooth, and a 62% battery level. Below the status bar is a blue header with a 'More' button on the left and the title 'Mailing List' on the right. The main content area features a background image of a basketball player in a blue 'DALLAS' jersey. The sign-up text asks, 'Sign up for our Mailing List to get exclusive updates?'. The form consists of several white input fields: 'Name', 'Email', 'Postal Code', and 'Favorite Radio Station'. Below these is a 'Country' dropdown menu currently set to 'United States of America'. At the bottom, the 'Birthday' section is partially visible, showing three date pickers for month, day, and year.

Game Schedule

Just give us your team's name - we'll import all your game details, automatically.

- ★ Access to all your games.
- ★ Past, next and future games clearly distinguished.
- ★ Toggle between “List” and “Month” views.
- ★ Add your own special events.





AT&T 4:44 PM

Back List Month Today

February 2011

SUN	MON	TUE	WED	THU	FRI	SAT
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	1	2	3	4	5

 **DAL** 6:00 PM **CLE** 

Meet the Players
12:00 PM @ The Phoenix Mall



BBQ at the Stadium

AT&T 4:44 PM

Back List Month Today

February 2011

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30	31	1	2	3	4	5
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20	21	22	23	24	25	26
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 **DAL** 6:00 PM **CLE** 

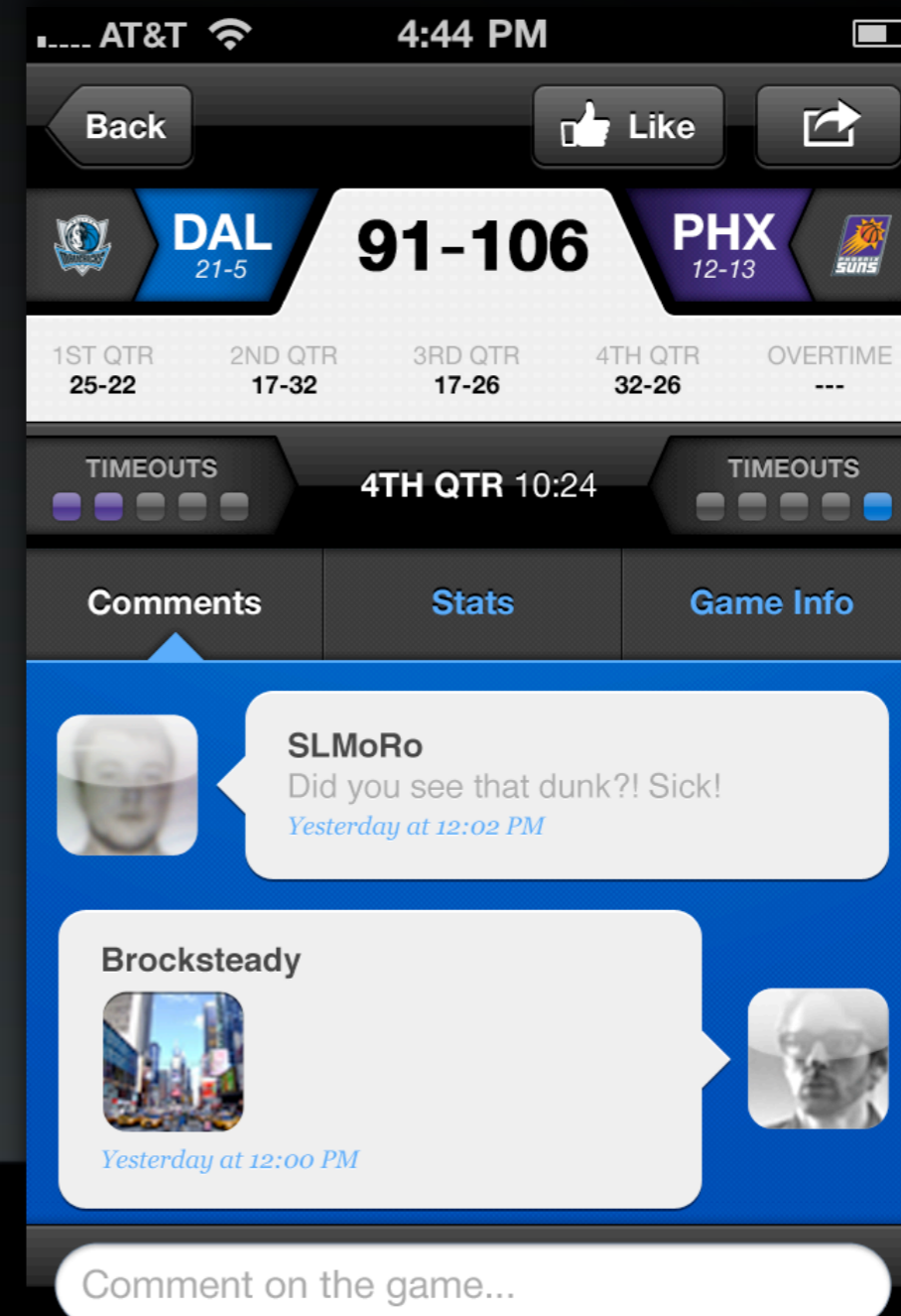
Meet the Players
12:00 PM @ The Phoenix Mall

BBQ at the Stadium

Game Detail

Fans can “watch” a game in real time; score and game stats update on-the-fly, automatically.

- ★ Fans can chat in real time while following the game from anywhere.
- ★ Detailed game scoreboard and quick access to all game stats.
- ★ Fans can share their thoughts immediately to Facebook/ Twitter.



AT&T 4:44 PM

Back Like Share

DAL 21-5 **91-106** **PHX** 12-13

Comments Stats Game Info

SLMoRo
Did you see that dunk?! Sick!
Yesterday at 12:02 PM

Brocksteady

Yesterday at 12:00 PM

Alexander1234
FOR REAL DUDE!
Yesterday at 12:02 PM

Comment on the game...

AT&T 4:44 PM

Back Like Share

DAL 21-5 **91-106** **PHX** 12-13

Comments Stats Game Info

DAL Mavericks PHX Suns

Starters

Name	Min	Reb	Asst	PF	Pts
D. Nowitzki, F	28	4	2	0	12
C. Butler, F	30	14	1	6	8
D. Stevenson, G	26	4	3	2	6
T. Chandler, C	22	5	0	3	6
J. Kidd, G	5	0	1	0	4

Bench

Name	Min	Reb	Asst	PF	Pts
Terry	28	14	0	4	15

AT&T 4:44 PM

Back Like Share

DAL 21-5 **91-106** **PHX** 12-13

Comments Stats Game Info

DAL Mavericks @ **PHX Suns**

Friday December 17th 2010 CBS
6:00 PM ET

US Airways Center Phoenix, AZ

Game 25

I'm Going

Add Game to Calendar

Roster

Mobile Roadie makes it super easy for your fans to find their favorite players and coaches.

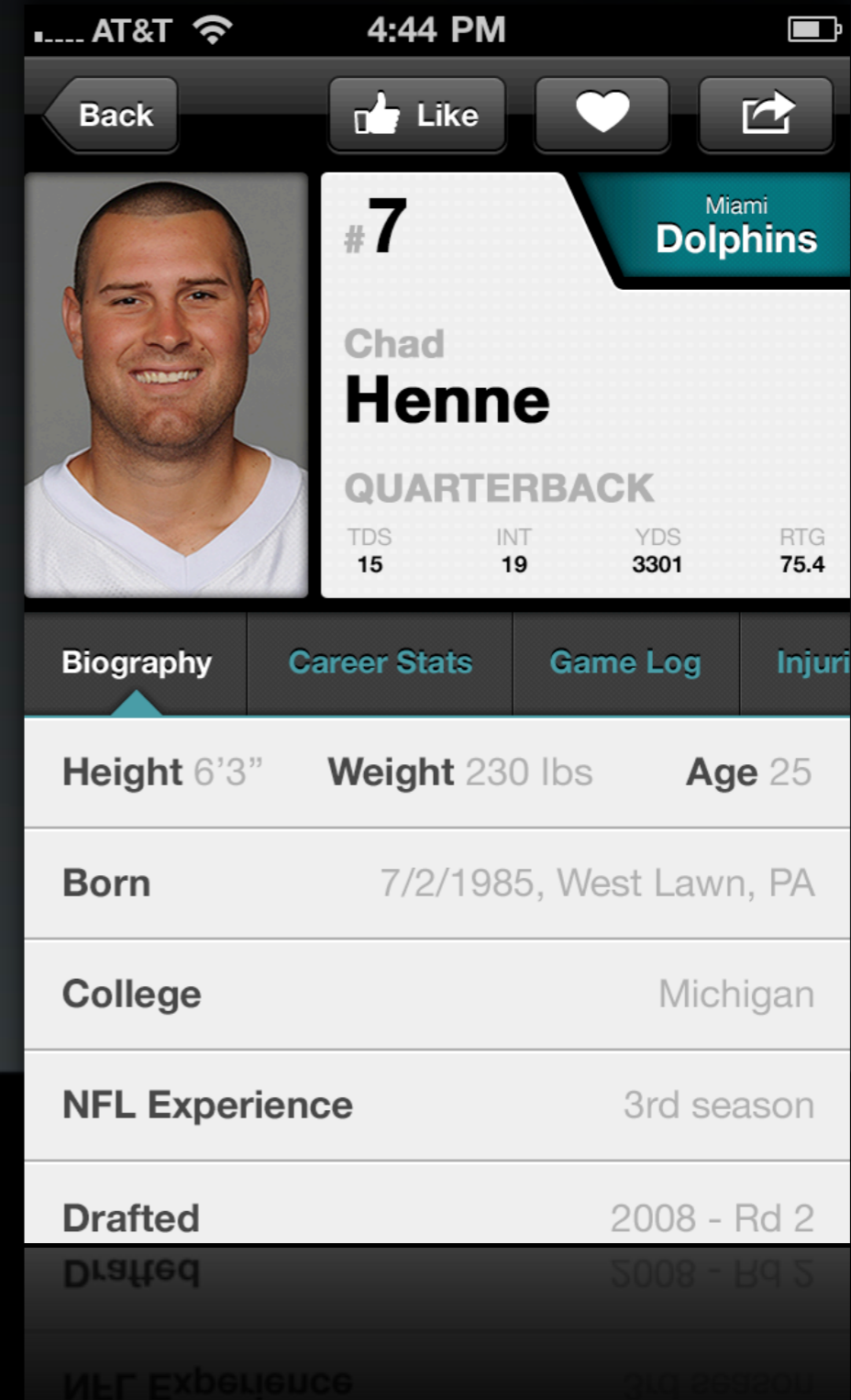
- ★ Toggle between “Players” and “Coaches”
- ★ Search by name or browse through roster.



Player Detail

Let your fans follow their favorite players with ease. We get all the stats for you.

- ★ Fans can add players to their “Favorites” list
- ★ Includes all game and career stats as well as biography.



AT&T 4:44 PM

Back Like Favorites Share

#7 Miami Dolphins

Chad Henne

QUARTERBACK

TDS	INT	YDS	RTG
15	19	3301	75.4

Biography Career Stats Game Log Injuries

Height 6'3" Weight 230 lbs Age 25

Born 7/2/1985, West Lawn, PA

College Michigan

NFL Experience 3rd season

Drafted 2008 - Rd 2

Wave Goodbye to Concession Lines

With Bypass Lane integration, fans can place a concession order from their seat — from your app. They can order and pay via your app - and then skip the line to get their food. Or, if supported by the venue, food can be delivered directly to their seat. No more missing the game just to grab a hot dog!

Available via our partnership with Bypass Lane (US only).

BypassSM






Go Green

Ditch your expensive printed program and give fans a virtual version on their smartphone. It's not only environmentally friendly and cost effective, it also makes your content social, allowing fans to interact and share it back to Twitter and Facebook.

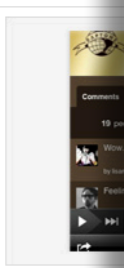
Major features added every few months, with constant iterative improvement daily.

Offline Support



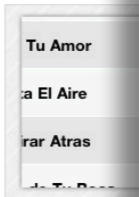
Streaming content is the only potential issue when the app is opened. We've now made content viewable when a user is offline, along with updates, along with...

6 new color themes



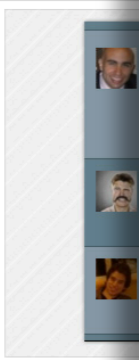
We want to give you more choice. As part of that we've added 6 new color themes to choose from.

New dynamic buttons




The new button style exists in all languages. Now even the "Like," "Comment," and "Share" buttons are dynamic. Additionally, the "Like" button is disabled once the show date passes.

New Fan Wall layout



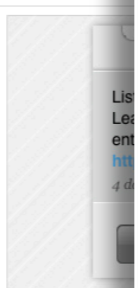
The Fan Wall is one of the most popular features. We've updated it to allow you to select between 2 fan wall layouts: the classic layout and the new minimal view. Note this option will appear in the settings menu.

Additional "Cover" images



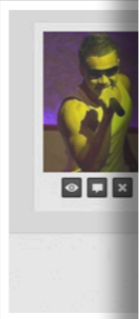
Our team of ninja developers has added a new feature: cover images for comments. This allows you to view the profile picture of the user who commented on the post.

Graphics refinements




The Twitter post details view has been updated. The title text from RSS feeds is now displayed in a larger font.

Home Screen Updates




Want to use your home screen as a launchpad for your app? Now you can. Your link in an in-app notification will now appear on the home screen.

Mozes Support



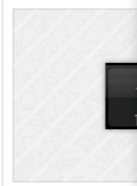
If you have a Mozes page, you can now view it within the app. Additionally, you can promote a link to your Mozes page from within the app.

Multiple CMS Enhancements



Every week we add beautiful new features. The latest enhancements are: support for multiple CMS providers (WordPress, Joomla, Drupal, etc.), Picasa support, and YouTube video playlist integration.

Chinese language support



Chinese support adds to our existing support for English, French, German, Italian, Japanese, Korean, and Spanish.

MOBILEROADIE newsletter

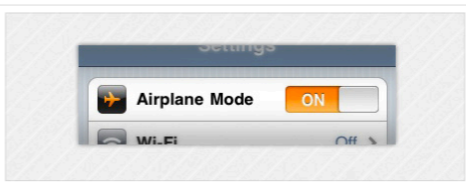
2.2

Meet MoRo version 2.2

Being headquartered in Los Angeles, we don't know too much about cold fronts or changing seasons in general. Yeah yeah, we're spoiled — we know ;-) But from what we hear, winter has finally subsided, and spring has been ushered in. With that, our team at Mobile Roadie would like to introduce a major update to your app. MoRo version 2.2 is our first update applying to both iPhone and Android platforms, and builds even more features and performance improvements on top of our already powerful mobile app platform.

Here are the major features:

Offline Support



- v1.0—Mar 2009
- v2.0—Aug 2009
- v2.1—Dec 2009
- v2.2—Apr 2010
- v3.0—Jul 2010
- v3.1—Oct 2010
- v3.2—Mar 2011

Sports Package

Mobile Roadie's sports package includes full service app design, app marketing consultation, dedicated rep, and ongoing feature updates.

- ★ \$19,500/year
- ★ iPhone + Android + BlackBerry*



*BlackBerry powered by HTML5

MOBILE ROADIE™



hello@mobileroadie.com