

Service structure features

- ▶ **Tour** mode guides users around points of interest in a prescribed order
- ▶ **Browse** mode enables visitors to browse in an ad hoc manner
- ▶ **Mixed** mode allows choice between tour and browse modes
- ▶ Up to 99,999 points of interest can be added
- ▶ Easy navigation
- ▶ **Hang-up** feature remembers position in tour so visitor returns to same point
- ▶ **Help key**
- ▶ Fast-forward, pause and rewind keys
- ▶ **More information** key allows access to additional multi-level recorded information or delivery of textual or visual information through SMS / WAP download to users' mobiles
- ▶ **Free preview** option to entice visitors to join the tour
- ▶ Pre and post visit access to tour
- ▶ Available in 1 – 3 languages
- ▶ Five multiple choice question survey feature and visitor voicemail option

* Variable depending on amount of content

** Variable depending on amount and type of content (e.g. research, copywriting, on-site recording, professional voice actors)

Costs of setting up a mobitour service

- ▶ Monthly service rental – £150 (based on a 36 month contract)
- ▶ Content management fee *
- ▶ Content development (optional) **
- ▶ After this, receive up to 50% of every tour sold

Customer billing options

Each service may be configured to offer the customer one or more of the following billing methods:

- ▶ Text billing – creates an SMS message that is billed directly to the customer's mobile phone
- ▶ Credit card billing – the customer can enter credit card details and the transaction is completed instantly
- ▶ Voucher – a numeric "voucher", or PIN code, is given to the customer that is entered on accessing the service (redeemed on a once-only basis). Vouchers may be pre-purchased and can be designed to specifically complement and reflect your site
- ▶ Billing entitles the customer to access to the service for a fixed period
- ▶ Visitors can be charged at either £1.50, £3 or £4.50

Content management

- ▶ You can manage and update your tour or we can do it for you
- ▶ Content can be changed instantly and sent live in minutes
- ▶ Permissions-based access for content provider and venue
- ▶ Log-in to website for caller survey and usage reports

Knowing your audience

A variety of online reports showing system usage. Typical data includes...

- ▶ Usage per hour/day/month
- ▶ Visitor dwell time at each point of interest

A standard caller survey package that will collect visitor statistics on:

- ▶ Responses to five multiple choice questions
- ▶ Verbal feedback

Mobile marketing

- ▶ Option for visitors to receive information on upcoming events through text messaging

Contact details

- ▶ mobitour,
The Old School,
Sticklepath,
Devon,
EX20 2NJ

01837 840072
mobitour@imagemakers.uk.com