

## ***Service & Support***

AvanGuard Solutions understands the need for immediate and comprehensive customer support. That's why we provide detailed support packages to meet specific client needs. Services may include on-site installation and setup, product training, pre-event system configuration, event operation, as well as access to our 24x7 toll free support center.

Contact an AvanGuard Solutions sales representative to determine which support package is right for you.

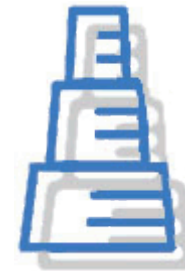


***mobileBabble®***  
*A Service of AvanGuard Solutions*

***AvanGuard Solutions  
Present:***

**mobileBabble®**

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***Public Forum Chat System and  
Advertising Platform***

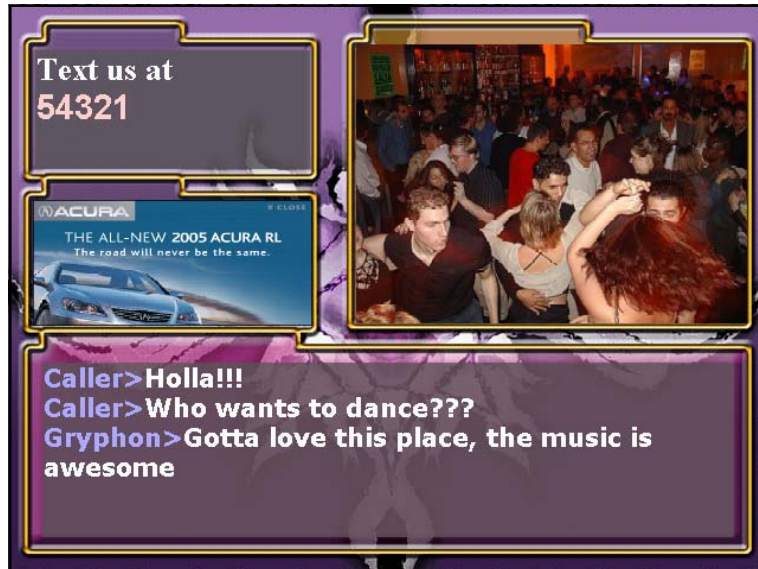
Website: [www.AvanGuardSolutions.com](http://www.AvanGuardSolutions.com)  
Email: [Sales@AvanGuardSolutions.com](mailto:Sales@AvanGuardSolutions.com)

[www.mobileBabble.com](http://www.mobileBabble.com)

## Public Forum Chat System and Advertising Platform

**mobileBabble®** is the latest in telecommunications products developed by AvanGuard Solutions. It offers a unique experience to mobile phone subscribers by allowing them to interact with big screen display units at public events. This exciting text-to-big screen application has the following features:

- ◆ Allows event attendees to participate in interactive big screen chat sessions, polls and trivia using their wireless communications devices.
- ◆ Allows event sponsors to advertise on the big screen while event attendees are watching for their messages or following the chat session.
- ◆ Provides marketing opportunities for clients during and after events to participating attendees.



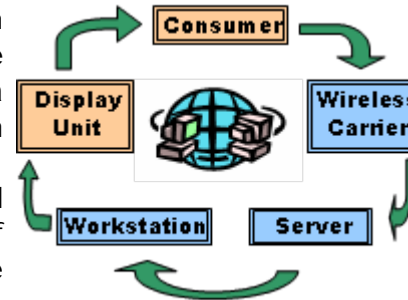
mobileBabble Big Screen Display

## How does it work?...It's SIMPLE!



The attendee uses a wireless device, such as a cell phone, to compose a text or picture message. This message is sent to an email or short code assigned for use at the event, for example, 51515 or nyc@text.tc. The message is retrieved by the **mobileBabble®** server and forwarded to a client workstation at the event venue for display on the big screen.

An automated opt-in system allows an attendee's phone number to be added to a contact database residing on the **mobileBabble®** server. This database can be used for subsequent marketing of products and services to the event attendee.



## Features

- ◆ Text and picture message reception from attendees.
- ◆ Interactive communication between the event moderator and the audience.
- ◆ Built-in trivia and voting system.
- ◆ Message and advertisement distribution to select attendees during and after events.
- ◆ Support for a wide variety of media including pictures, flash, video and text for advertising or entertainment.
- ◆ Live video support for use with cameras, television and other forms of live entertainment.
- ◆ Customizable skins for the display unit.
- ◆ Content filter for inappropriate messages.
- ◆ Customizable scrolling marquee with optional RSS (syndicated news) content support.
- ◆ Plus much more!

## Advertising

We want our clients to be able to maximize their advertising opportunity while using our services. **mobileBabble®** supports a variety of popular media formats, giving the client flexibility in choosing their advertising media.



- ◆ Full Motion Video (.wmv, .mpeg, etc.)
- ◆ Still Pictures (.jpeg, .bmp, .gif, .tiff, .png, etc.)
- ◆ Animations (Macromedia Shockwave® and Flash®)
- ◆ Presentations (Microsoft PowerPoint®)
- ◆ Rich Text

## Post-Event Marketing



**mobileBabble®** provides an excellent opportunity for clients to market and advertise products to attendees. During or after an event, our client will have the ability to distribute regular text messages, premium content messages

or email to select attendees. Premium content messages can include ring tones, screen savers, backgrounds, free offers and advertisements. Clients can target any demographic pool of attendees to ensure they are reaching the right audience for their products and services.

## Client Custom Features

**mobileBabble®** has been developed to allow full customization to fit each client's specific needs.

- ◆ Skins for the display unit can be of any theme.
  - ◆ Display unit can contain any combination of components (i.e. advertising, live video, etc.)
  - ◆ Support for multiple displays sizes and resolutions.
- For more information, visit our website at [www.mobileBabble.com](http://www.mobileBabble.com).