

Connect with the mass market and deliver the superior mobile experience your customers have been waiting for.

SmartTouch is an intelligent, mobile widget-platform that leverages SMS to provide consumers with an interactive experience similar to the mobile web, but without the added cost of a data plan or frustration of mobile browsing. Because **SmartTouch** leverages the ubiquity of text messaging, your market is virtually everyone.

Easily Build & Deploy Your Content:

- SmartTouch creates your widget in hours.
- Create widget once. No more worries about managing phone compatibility.
- Push enhancements with ease.

Increase Your Mobile User Base:

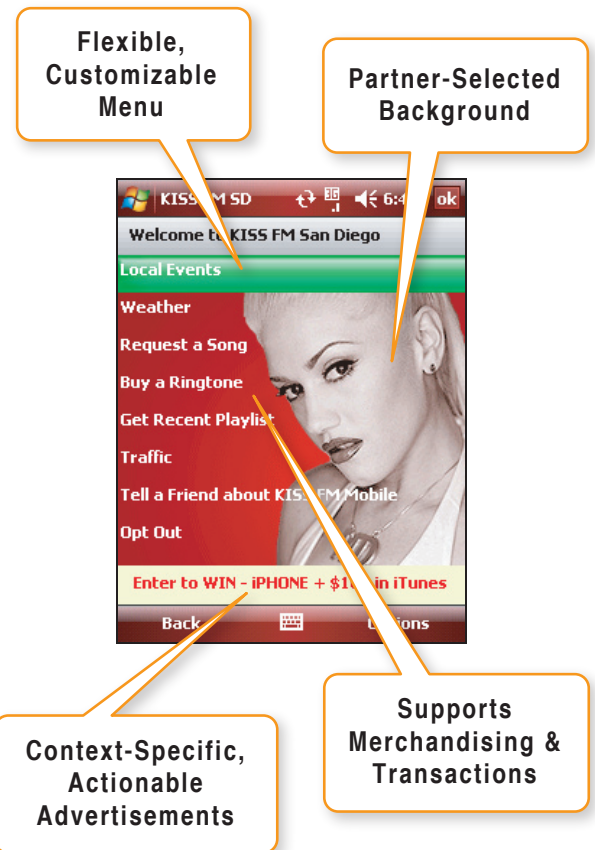
- Extend your reach to the non-data market and reach virtually any mobile phone.
- Free application and multiple discovery points increase distribution.
- Bundle with complementary widgets for powerful cross-promotion and affinity marketing.

Increase Frequency of Use and Stickiness:

- Enhance the mobile user experience with a rich, intuitive UI.
- Reinforce branding to your user base.

Monetize Your Mobile Traffic:

- Fast time-to-market and lower upfront costs improve ROI.
- Non-intrusive, actionable and targeted advertising (including promotions and couponing) achieves higher response rates.
- Effortless purchasing increases transaction revenue.
- Optimize advertising based on robust analytics.



From creation to conversion, **SmartTouch** makes it easy to extend your content and services to the untapped mobile mass market.

To start building your widget now or to learn more about SmartTouch, please contact us at bd@smarttouchmobileinc.com