



blink answers
 Mobile answers. All devices. Now.



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MOBILE ANSWERS. ALL DEVICES. NOW.

Even the most fully-featured website can't reach your customers when they're on the move, easily. Imagine if you had a way to re-purpose this information and place it at their fingertips, 24/7?

No clumsy mobile websites that date instantly. No costly 'app' which struggles to keep up with new platforms. We're talking a Mobile evolution in your pocket.

Welcome to Blink Mobile, and an enterprise grade managed platform that's quite unlike any other mobi enabled information you're likely to have seen before.

How? Well let's look at blinkAnswers – think of it as an instant way for your staff and/or customers to access your online data on the hop. Anywhere, anytime, any device. Imagine a staff directory, branch/outlet contacts, opening times, address details, location maps, product lists and pricing, timetables, calendars, desktop diaries, notice board, events and news information... all at your fingertips, instantly.

That's the power of blinkAnswers. Your business data in your pocket, live, up-to-date and accurate. Substantially quicker and cheaper than building a .mobi site and far more powerful than an 'app', our multi award-winning blinkAnswers service empowers your organisation in so many ways.

The platform is unique in its ability to:

- Quickly and cost effectively provide mobile access to your most valuable information
- Delivers no fuss, straightforward, simple-to-access answers that don't burn up time and bandwidth to access

- Draw information and content from your existing website, intranet/extranet, web enabled applications
- Draw information and content from your business systems via APIs or web services
- Run as a fully managed service with no software to install and no data to manage and/or secure

The platform also means you have:

- Only one development effort
- That can deliver a wide range of mobile service initiatives
- And deliver to the most complete range of mobile devices
 - From tablet computers to iPads and iPhones, to other Smartphones, to any internet capable phone, even SMS
- In their native format
 - By formatting answers on the fly for specific devices, operating systems and screen sizes

blinkAnswers allows you to embrace what the analysts are describing as the "consumerisation of the enterprise", brought about by smartphones and affordable data plans

Our technology supercedes mobile websites; stand-alone applications for iPhone, iPad, Blackberry, Android, Symbian devices plus each of their 'app' stores, bulk SMS broadcasting, customer profiling, subscriber and opt-in/opt-out databases... all with a singular, powerful development and management platform.

Start small... think big!

The power of blinkAnswers lies in its adaptability. Scale your needs as your demands grow, you can start small and learn using just a few functions – then adapt as new ideas unfold. blinkAnswers can upscale to become your users' primary information destination – it's that resourceful. Imagine farming data from other readily available information resources online, such as transport, travel, traffic, news and destination data. Now realise the potential of owning your own mobile information brand.

Additional functionality available includes:

- Secure access to certain information by activating closed lists (of mobile numbers), user name and password, even user profiling
- Bulk SMS sending can be incorporated for alerts, updates or even marketing messages based on their user profile together with opt-in/opt-out provisions
- Contextual information can be incorporated to fine-tune information delivered to a user. Imagine the power of infusing location, local time and user preferences into the user experience

How does it work?

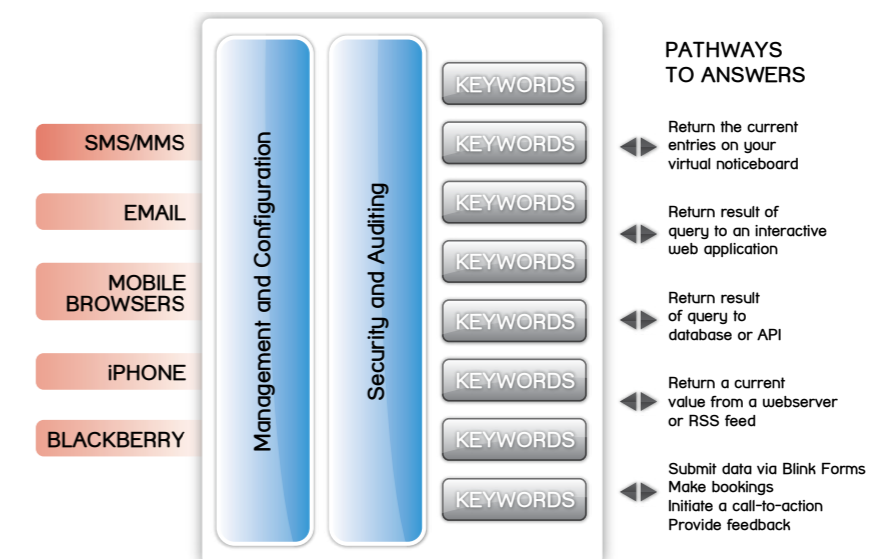
A seemingly simple device called a Keyword. Your Keywords are unique to you and your Blink Mobility Platform. Each Keyword manages an interaction between you and the end user, holding business logic that directs the keywords actions, including:

- What information is being sought?
- Where can that information be found?
- What pieces of information to distill?
- What else would be useful to embellish that information?
- How to present the required information across a variety of devices?

So who uses blinkAnswers?

Anyone and everyone with potential mobile information needs. Naturally organisations with extensive web based assets, call centres, help desk and/or a customer service infrastructure stand to benefit from the easy 'mobile enablement' of high demand information. Example industries include local, state and federal bodies & organisations, universities & educational providers, travel & tourism, franchise groups, retail & wholesale chains and publishing & media.

Will your organisation be next?



PERSONALISATION AND CONTEXT

Who I am. Where I am. What time it is. What device I'm on. What my preferences are.