



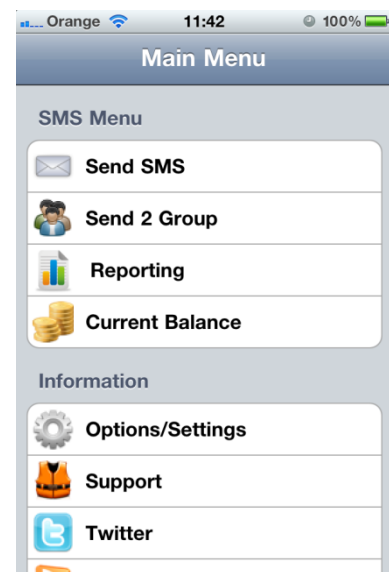
2sms iPhone Template offer

What you get

1. An iPhone App designed to Apple UI guidelines.
2. App taken by 2sms through the Apple approval process.
3. Listing on the iTunes App store.

What is in the App

1. A splash screen showing imagery of your brand as the App loads on the user's Apple device.
2. A launch menu with exciting icons, presenting a professional look and feel.
3. A colour scheme for the App to match your corporate colours.
4. 4 pages of content, chosen from our template options below.
5. A 5th page allowing customers to contact your business by email, phone or your main web site.



Example

Let's say you are a business that sells specialist mountain bike products. You already have a presence on Facebook, and Twitter and run a Blog to keep your customers and fans informed of your business. You regularly have offers of end-of-line products at reduced prices which you currently email to your customers. You also attend various trade shows and outside events around the country, where your customers can see your products in action.

The App service we propose includes:

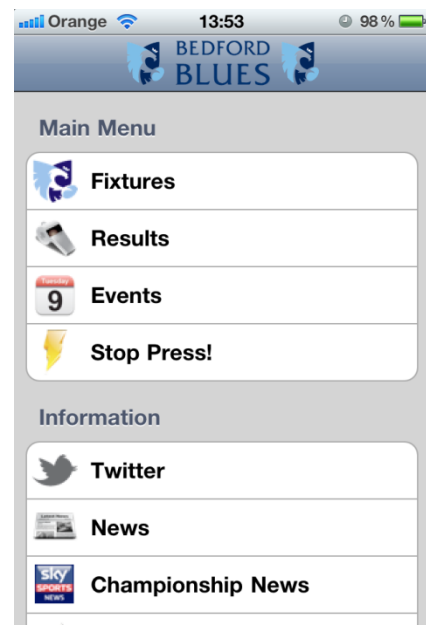
1. We would create an 'About Us' page with text and images to explain what you do to new users of the App.
2. We would create a page and link to your Twitter feed so that mobile users can read your Tweets and download them to the phone.
3. We would create a page and link to your Blog so that they could read your news.
4. We would create a page that links to Google calendar, where you can maintain your list of events. Update Google calendar, and the App will get the updates.

5. We can show you how to put your special offers into an XML text file, which the App can then access over the internet. By changing the XML file and uploading, the App will get the new product offers.
6. We would create a page linking customers to your email, phone and main web sites.
7. We would 'wrap' the App in your corporate colours and imagery, creating an App icon that represents your brand.

Template choices

These are the types of content that we can stream into the App. If you do not have a Twitter feed or RSS feed, we can show you how easy it is to set one up.

- Static page
 - Your text
 - Your graphics
- Twitter feed
- Blogger Blog feed
- RSS feed
- Soundcloud feed
- Photium feed
- Facebook photos feed
- Google calendar feed
- XML file connectivity
 - Your events
 - Your results or news
 - Your product listings
- Contact page
 - Email
 - Phone
 - Main website



Pricing

We charge £1,000 + VAT fixed fee for the development of an App. We will manage the submission to and through approval by Apple. We will support the App for one year. This price covers corrections to errors, but does not cover updates / upgrades to the App once launched.

Guarantee

If 2sms is not able to get your App through the Apple approval process, we will not charge you for the App.

(Please note that Apple has some strict rules on the type of App and type of content permitted on their App store.)



I want something more complex

What if you want something more complex than the Template App provides? No problem. We would be happy to quote for providing additional bespoke functionality. Remember, part of the 'draw' of Apps is to keep upgrading the App over time. It gives your users a new reason to re-engage with your business. While we always advise customers to start simple with our Template App, we are happy to do the more complex work.

Examples include

- Find nearest store based on my current location
- Scan QR codes and perform some workflow
- Access databases or XML web services to get real-time data into the App
- Display sports results in real time
- Create an online store.
- Perform 'in-App' purchases to allow the user to purchase content

In addition, we would be happy to quote for :

1. Additional pages
2. Alternative user interfaces (look and feel)
3. Connectivity to additional data sources
4. Enhanced security features (control of access to content)

Q&A

Q : Can I charge for my App?

A : Yes, but remember Apple take 30% of the selling price.

Q: How long does the App take to go live?

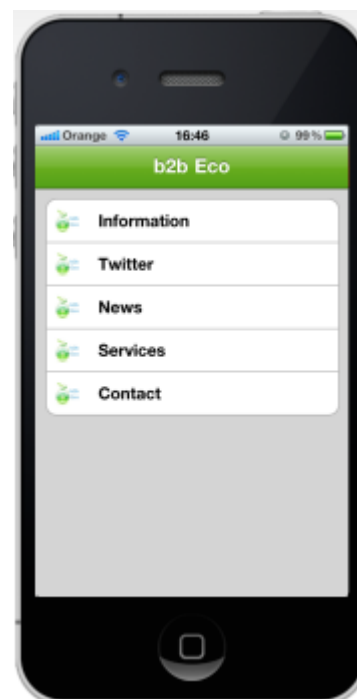
A: We normally complete the App in one week, and then submit to Apple. Apple take between 10 and 30 days to approve or reject the App. 85% of our Apps are approved first time, but occasionally we have to re-submit the App to address Apple restrictions.

Q: Do you do something similar for Android and Windows 7 Mobile?

A: We will be launching support for Android and Windows 7 Mobile in September 2011.

Q: Are there restrictions on content?

A: Yes. Apple have strict policies on what can and cannot be included. We are happy to discuss this with you.



App timelines

	Method	Responsible party	Day
Initial approach to 2sms	Phone / email	Customer	0
Planning call	Phone	Customer/2sms	1
App proposition document	PDF via email	2sms	5
Contract	PDF via email	2sms	5
App development		2sms	5-10
App review webinar	Webinar	Customer/2sms	10
Submission to Apple		2sms	11
Approval by Apple		Apple	40
Invoice issued to customer	PDF via email	2sms	41
Customer payment		Customer	X
App goes live		2sms	X+1

Next steps

If you want an App, or want to learn more, call 2sms on 0800 65 222 77