# **Monetizing LBS: Opportunities and Trends Alex Muller, CEO** Slifter

# Slifter – Local Shopper









- SEARCH, SEE, SAVE and SHARE
- Integrates local retail inventory over 300,000,000 products at 150,000 locations
- First to GPS-enabled mobile local product search
- Slifter is available on nearly any data enabled mobile device: Wireless web, Java download, Blackberry download, iPhone



## **Mobile Market Opportunity**

Consumers still shop in stores, despite online growth

**Merge-Channel**: 88.7% research online, but buy locally

95% Buy in-store: \$4T yearly

market

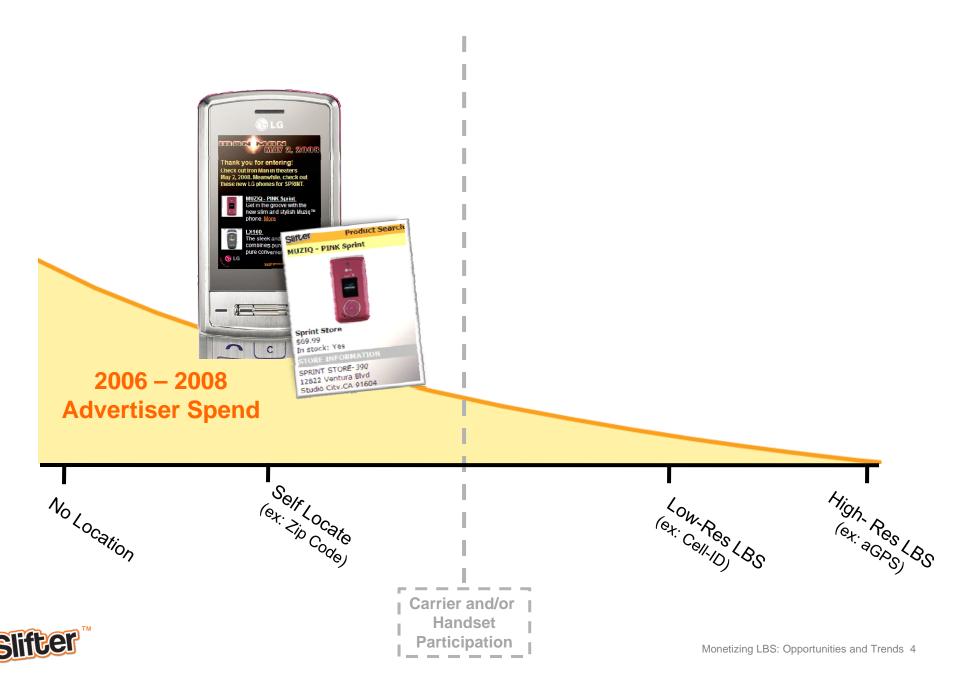


# Mobile Advertising Spending to Surpass \$6.5 billion in 2012

- eMarketer. March 2008



## **Mobile Market Monetization: 2006 - 2008**



## Mobile Market Monetization: 2009 - 2012

