

Insight. Action. Results.

**Industry Trends:
The Future of Mobile Apps**

X is a world leading travel technology and services provider offering more than twenty software utilities for online booking, reservation, data intelligence, and process automation. We provide patented savings maximization solutions, travel analytics consulting practice, extended management services to travel buyers all over the world. We complement all of these offerings with

Agenda

> **Mobile Technology Trends**

- Market Share
- What is 4G?

> **Influence of Consumer Technology**

- High expectations
- Faster cycles
- Consolidation

> **Using Mobile Technology to Drive New Business**

- Effective use of mobile in a travel program

> **Examples of Effective Mobile Applications**

- Layar
- WordLens

By 2013, mobile web access will surpass traditional PC access.

- **Gartner**[®]

US Mobile Platform Market Share

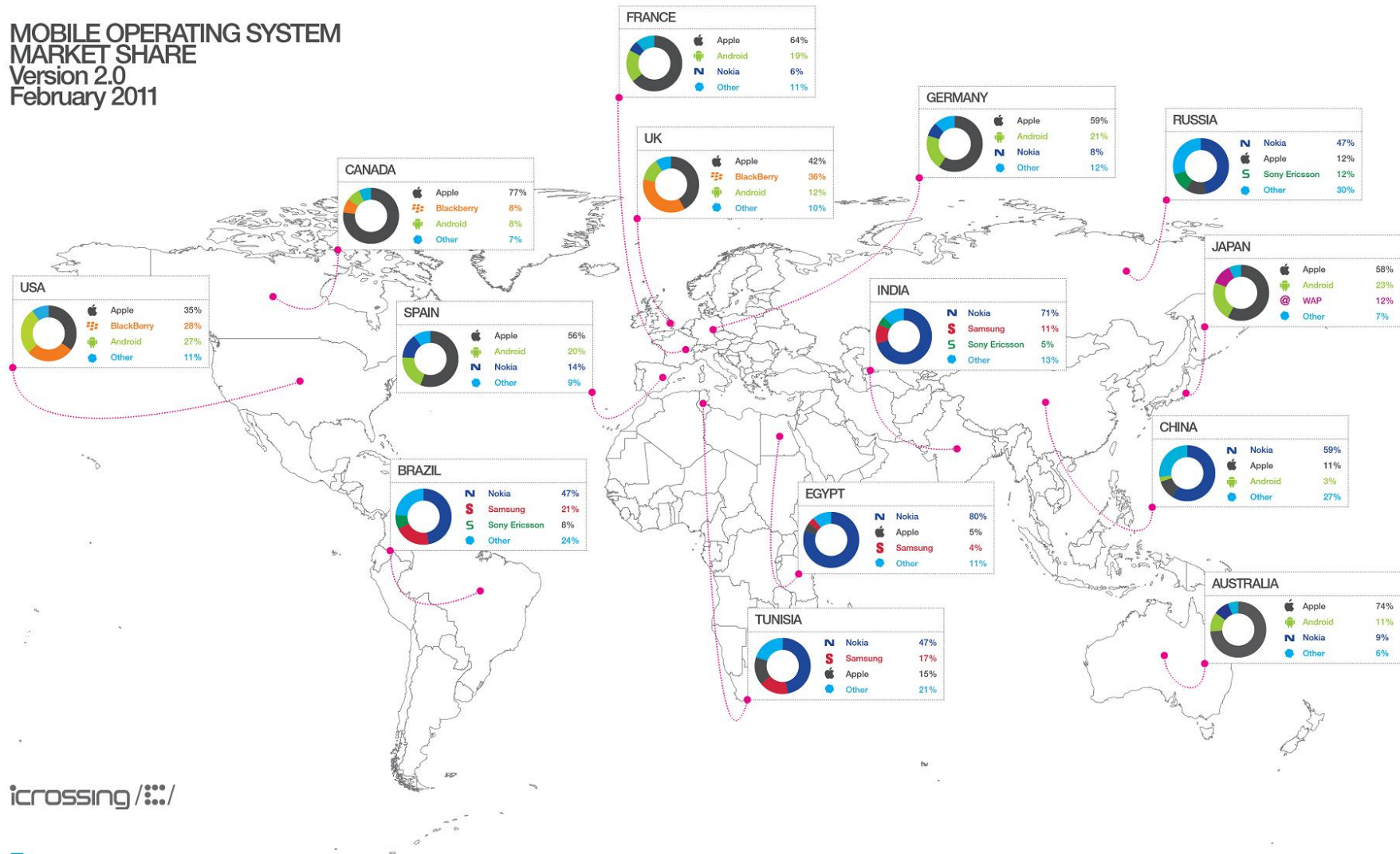
Top Smartphone Platforms 3 Month Avg. Ending Jan. 2011 vs. 3 Month Avg. Ending Oct. 2010 Total U.S. Smartphone Subscribers Ages 13+ Source: comScore MobiLens			
	Share (%) of Smartphone Subscribers		
	Oct-10	Jan-11	Point Change
<i>Total Smartphone Subscribers</i>	100.0%	100.0%	N/A
Google	23.5%	31.2%	7.7
RIM	35.8%	30.4%	-5.4
Apple	24.6%	24.7%	0.1
Microsoft	9.7%	8.0%	-1.7
Palm	3.9%	3.2%	-0.7

- Smart phone growth in the US grew 8% last quarter
- Android has overtaken iOS for the first time in January
- Apple still has about half of the profit in the industry
- Blackberry still second, but not for long
- Palm near-death; MSFT DOA? (only Nokia can save it)

We need to cover Apple, Android and Blackberry (86.3%)

MOBILE OPERATING SYSTEM MARKET SHARE

Version 2.0
February 2011



icrossing /::/

Innovation Helping Mobile Explode

Future of Mobile Payments



Bar Coding/Coupons



Mobile Imaging & Video



Location Awareness



You've Got 30 Seconds...

- Support What People Want, How they Want It
- Simplify
 - Show only REALLY important content
 - Fewer options = simple more effective interface
- Urgent Needs - Real Time
- Location/Context Relevant
- Customer Service
- Transactions
- Communication & Brand Awareness



Mobile Challenges – Optimizing Display



Problem 1

Content needs modification for optimal display on a mobile device

Mobile Challenges – Many Device Types



Mobile Platform	% US Market Share
Blackberry	42%
iPhone	25%
Windows Mobile	15%
Android	9%
Palm	5%
Other	4%

Source: ComScore Apr'10

Problem 2

Content needs modification

for many physical device types,
including the long tail

Development Approach

1. Mobile Web



2. Enhanced Mobile Web



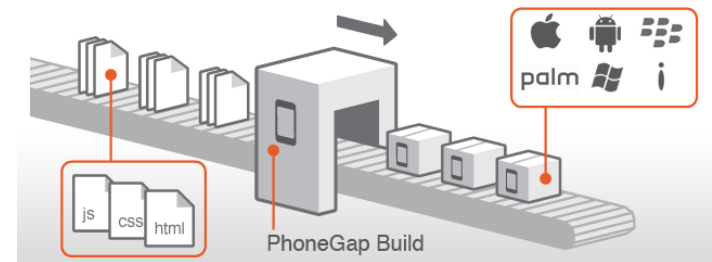
3. Native



4. Cross-platform



Desired Approach



Features Supported by Phone Gap

PhoneGap	iOS iPhone / iPhone 3G	iOS iPhone 3GS and newer	Android	OS 4.6-7	OS 5.x	OS 6.0+	palm	Windows	SYMBIAN
ACCELEROMETER	✓	✓	✓	✗	✓	✓	✓	✓	✓
CAMERA	✓	✓	✓	✗	✓	✓	✗	✗	✓
COMPASS	✗	✓	✓	✗	✗	✗	✗	✗	✗
CONTACTS	✓	✓	△	✗	✓	✓	✗	✓	✓
FILE	✗	✗	✓	✗	✓	✓	△	✗	✗
GEO LOCATION	✓	✓	✓	✓	✓	✓	✓	✓	✓
MEDIA (AUDIO RECORDING)	△	△	✓	✗	✗	✗	✗	△	✗
NOTIFICATION (SOUND)	✓	✓	✓	✓	✓	✓	✓	✓	✗
NOTIFICATION (VIBRATION)	✓	✓	✓	✓	✓	✓	✗	✓	✓
STORAGE	✓	✓	△	✗	△	✓	✓	✗	✗

Kayak Mobile Booking



Other Examples

- > Layar
- > WordLens