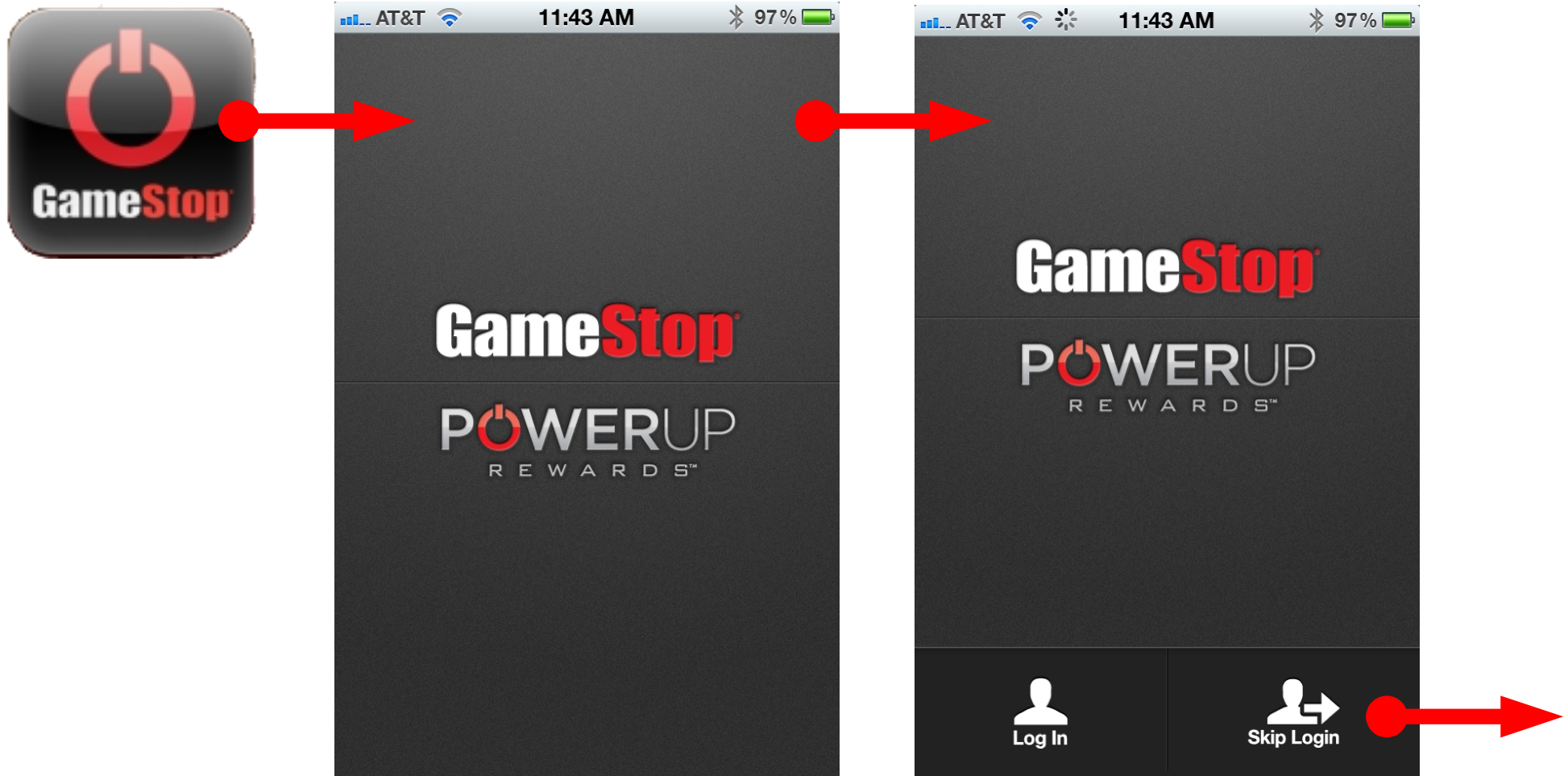


GameStop Mobile Analysis

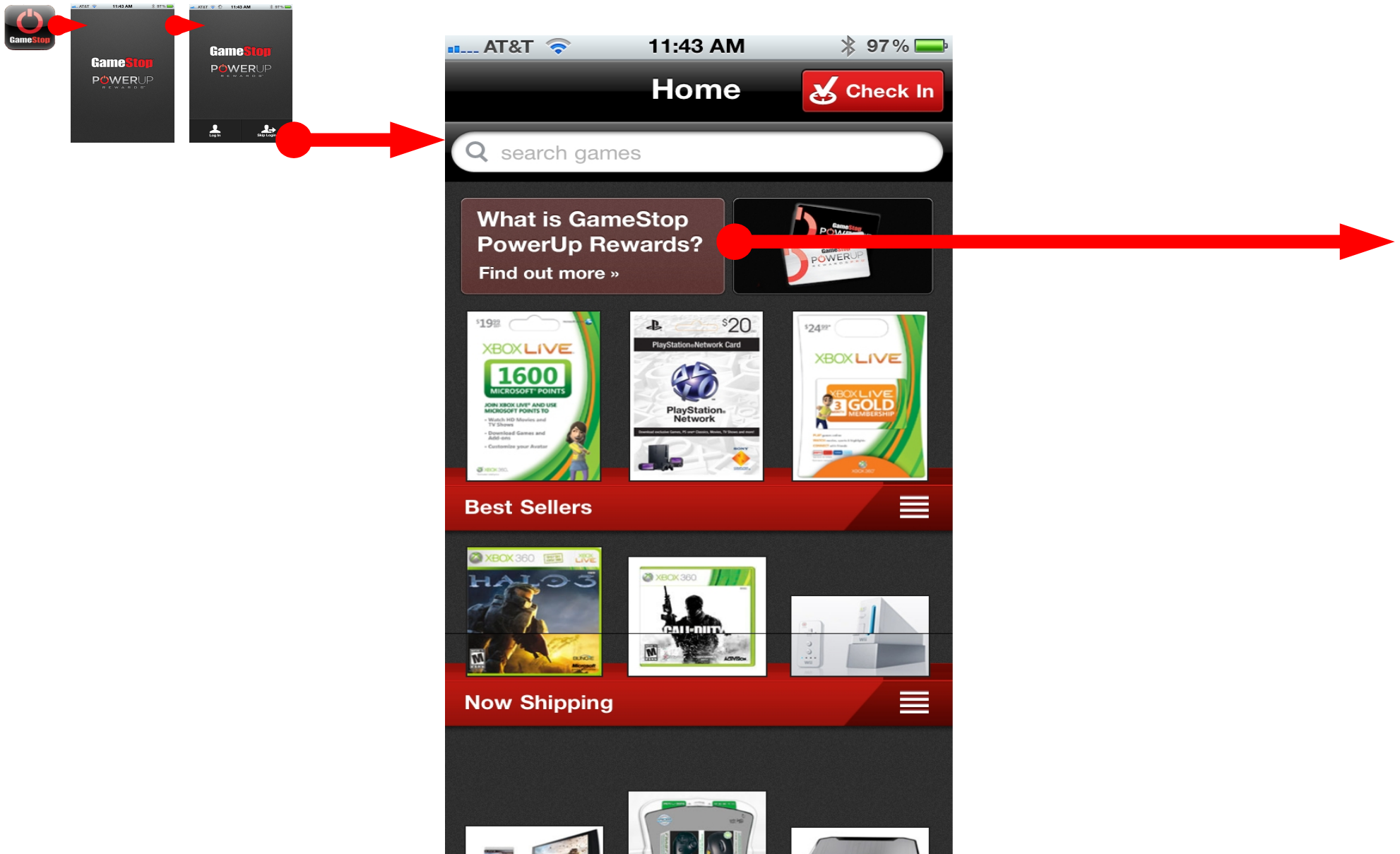


Suraeh Community Value Add

Intro Screens

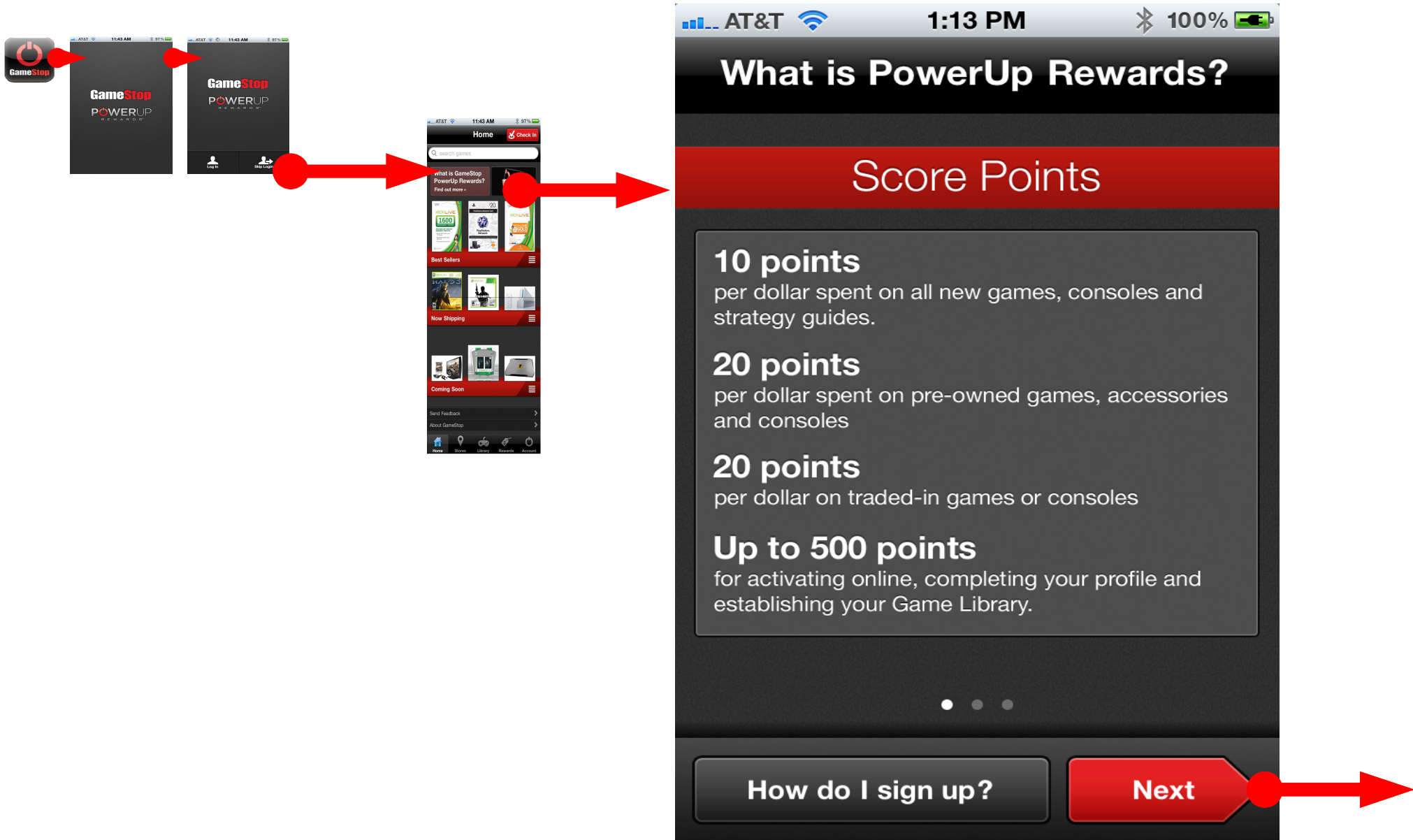


Drill into What is PowerUp Rewards



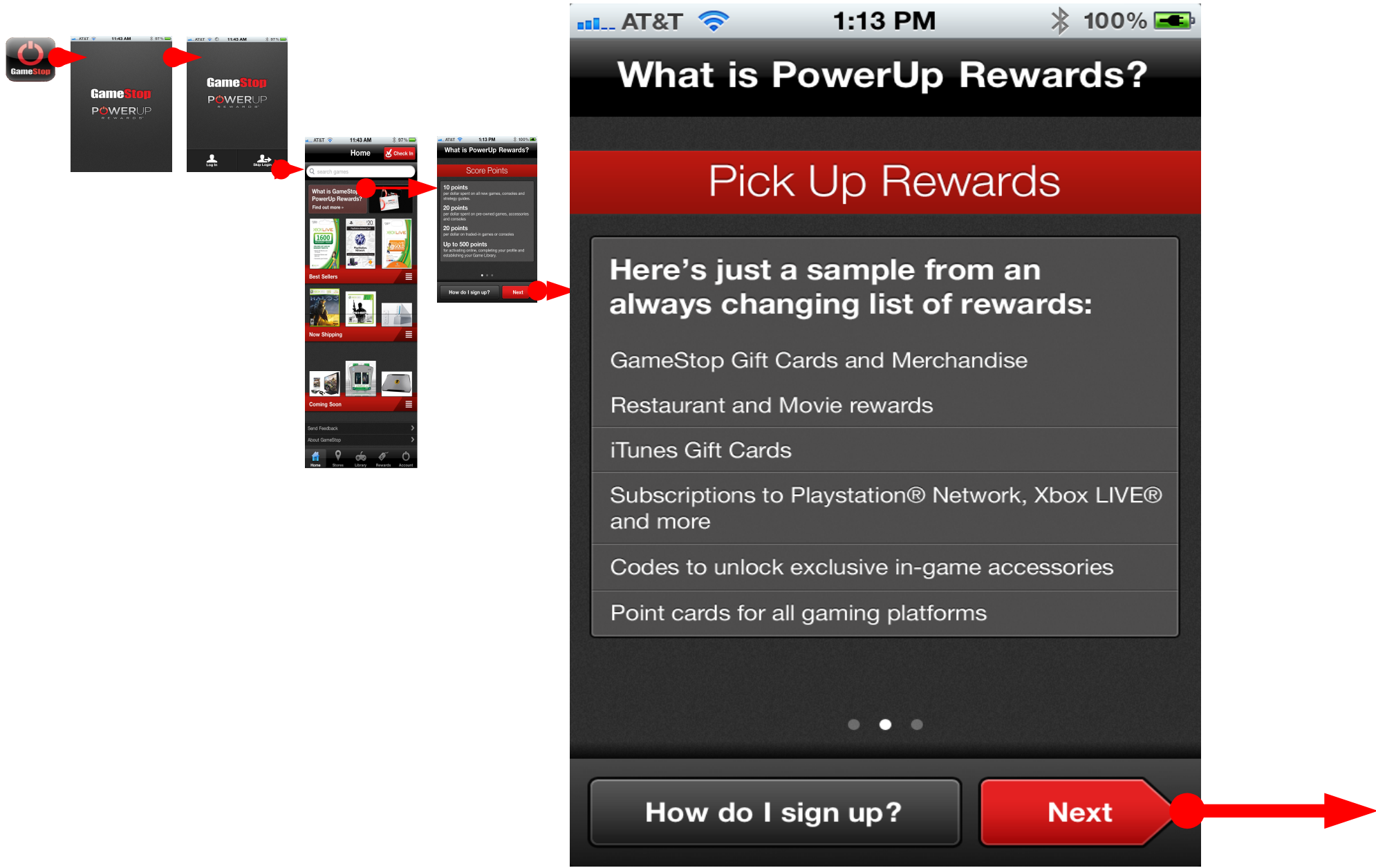
What are PowerUp Rewards?

Screen 1



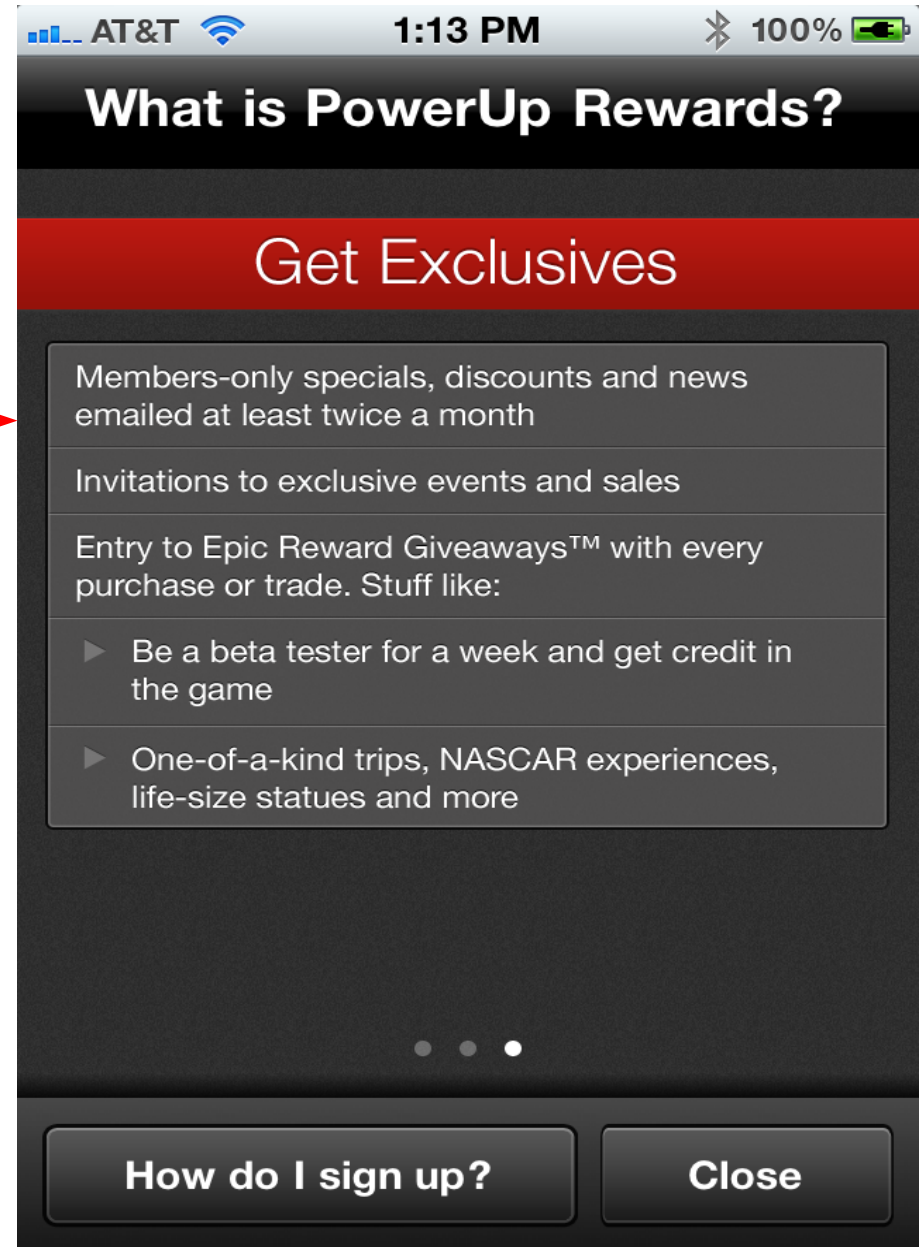
What are PowerUp Rewards?

Screen 2



What are PowerUp Rewards?

Screen 3



Store Locations



AT&T 11:43 AM 96%

List Map

Search by postal code...

Lake Forest Crossing2.4 mi.

4100 S Lake Forest Dr, Ste T12
Mckinney, TX 75070

The Village at Allen4.8 mi.

190 E Stacy Rd, Bldg 2322
Allen, TX 75002

Craig Crossing4.8 mi.

3190 S Central Expy, Ste 505
Mckinney, TX 75070

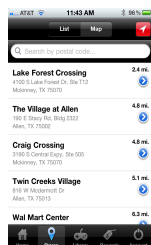
Twin Creeks Village5.1 mi.

816 W Mcdermott Dr
Allen, TX 75013

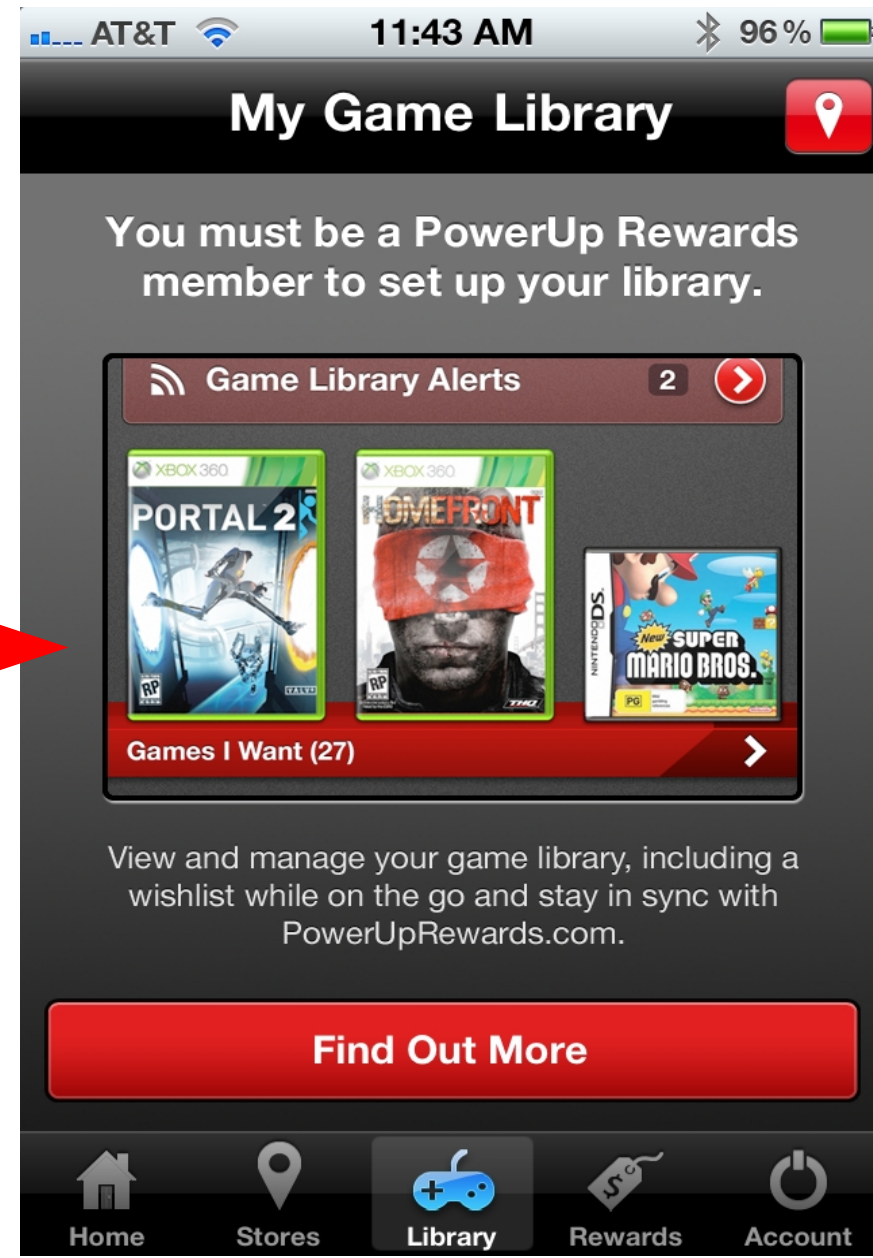
Wal Mart Center6.3 mi.

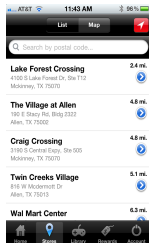
HomeStoresLibraryRewardsAccount

Manage My Game Library

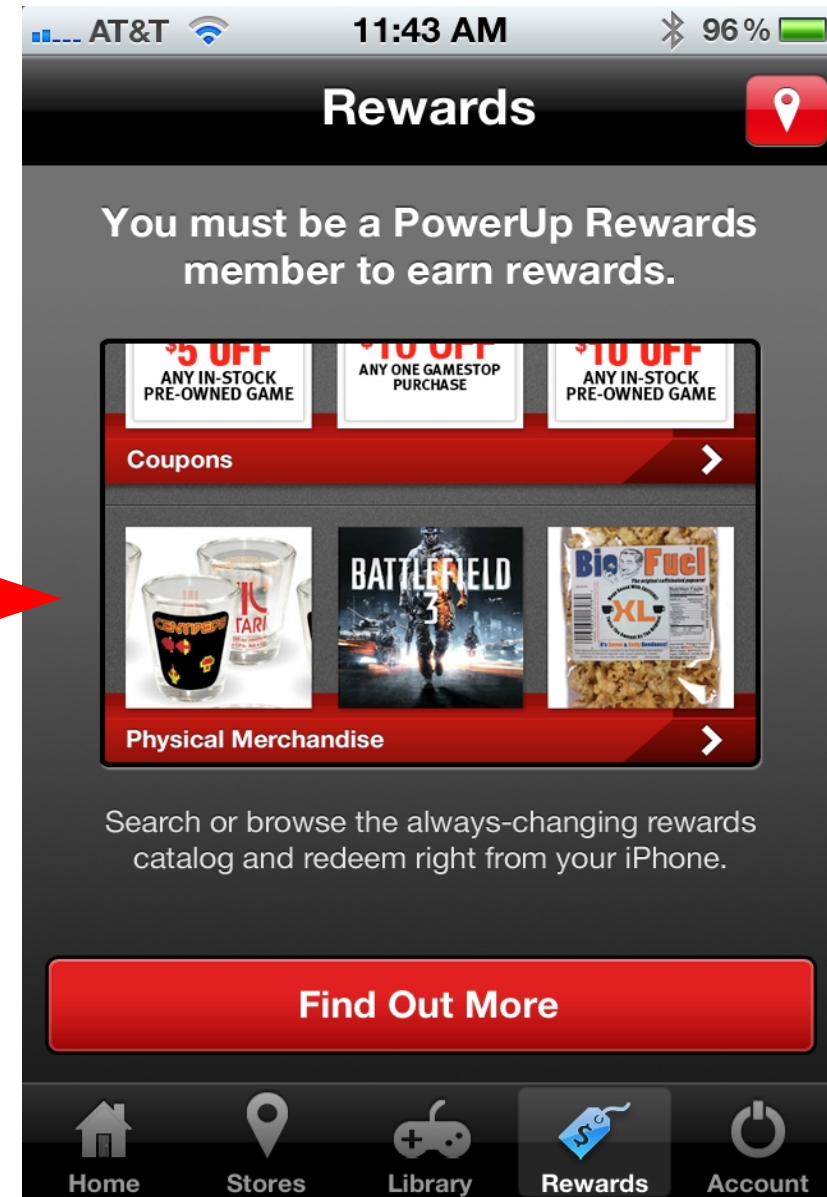


Stores

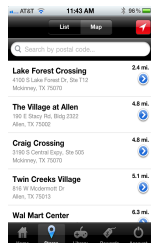
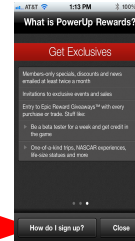
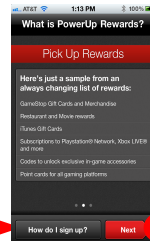
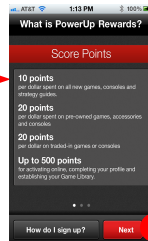
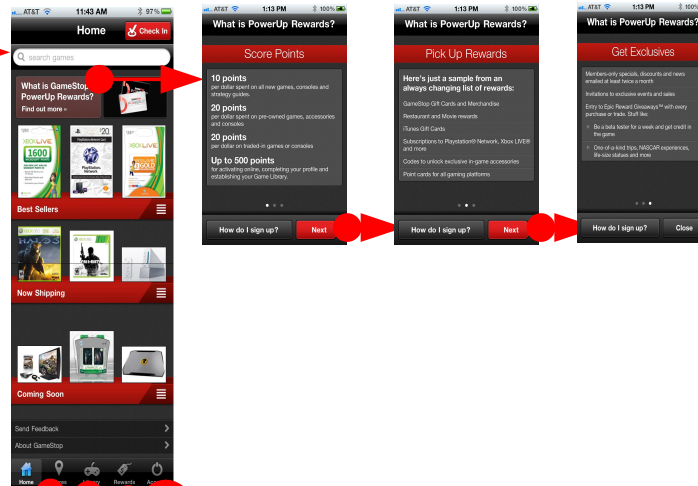




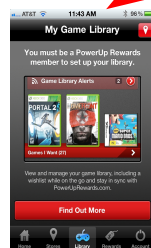
Manage Library



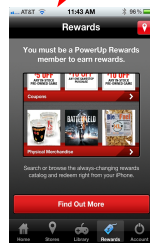
My Account



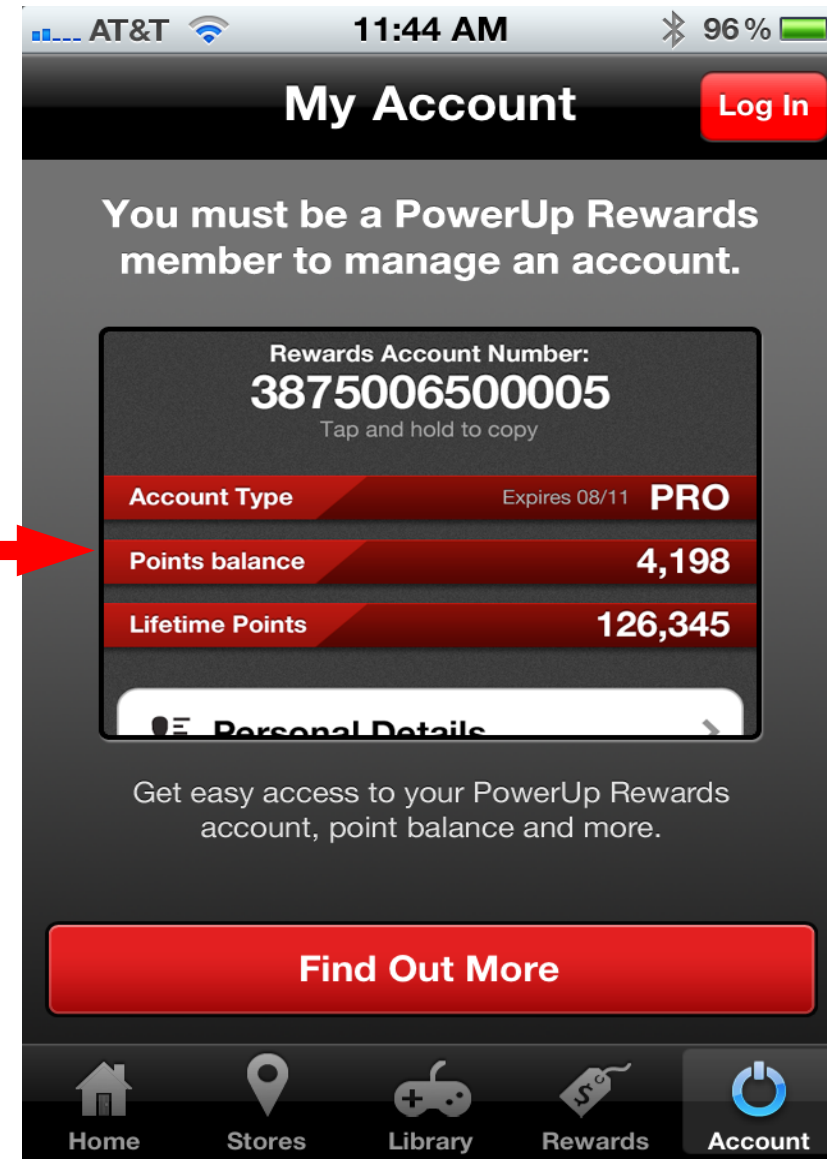
Stores



Manage Library



Shop



Now With Suraeh's Spaces Game**Stop** Community



Spaces GameStop Community



Why Texting is so Popular

- Many parallel conversations
- Many overlapped time periods (minutes, days and even months)
- Non Intrusive
- Less formal than audio call
- Time Shifted
- Usually pretty quick
- Not guaranteed to be fast

Why Are Traditional Calls Becoming Less Popular

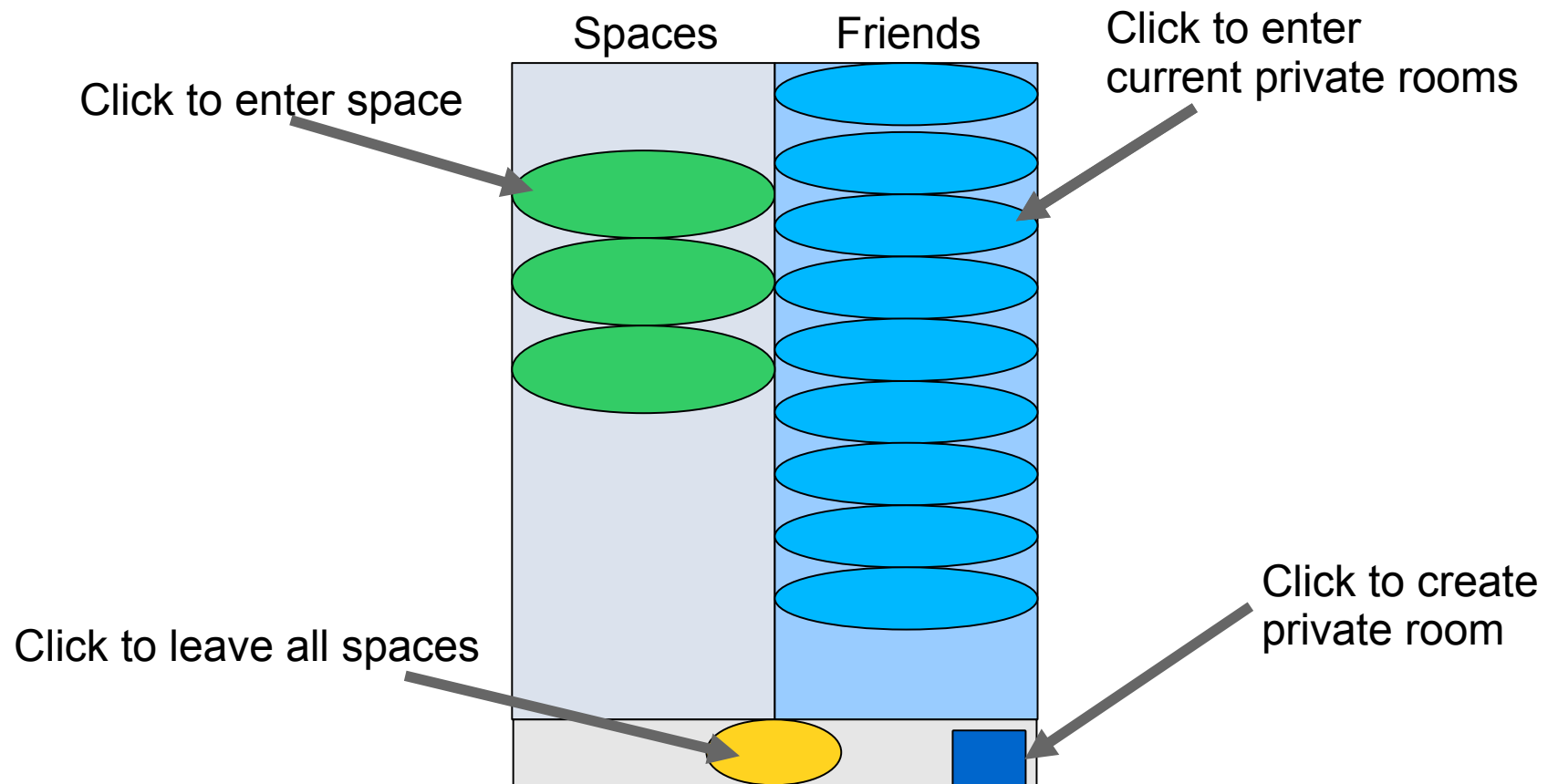
- Intrusive, demands immediate engagement
- Single Threaded (even with call waiting)
- No embedded media (Links, Pictures)
- Sometimes audio is not desirable

Shared Experience Audio Spaces, VOXTs and Quiet Rooms

Audio Spaces and Quiet Rooms

- Spaces have 3 or more participants
- Quiet rooms have only 2 participants
- A user can enter and leave many spaces quickly and easily just as you walk into and out of a real room
- Quiet rooms are entered the same way by pressing a button for either a quick message or a complete person to person dialog when both participants are ready

High Level Spaces I/F for a Mobile

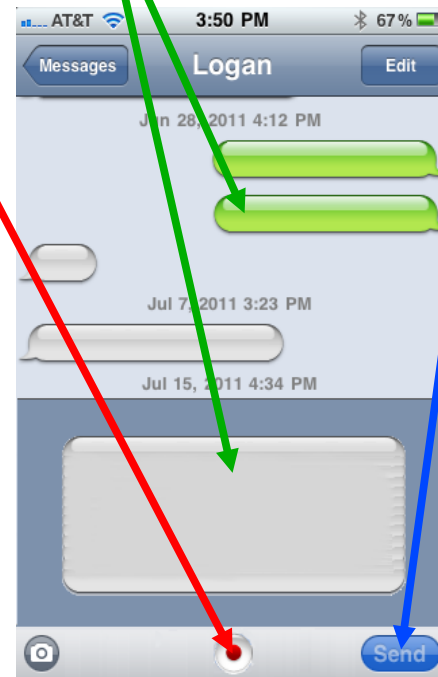


Voice + Texting - VOXTing

- Like texting VOXTing has low intrusion
- Like texting many conversations can exist simultaneously
- User experience is almost that of texting but using recorded voice in place of the text
- Recorded audio snip-its are sent to destinations at best effort speeds using data network instead of SMS network.

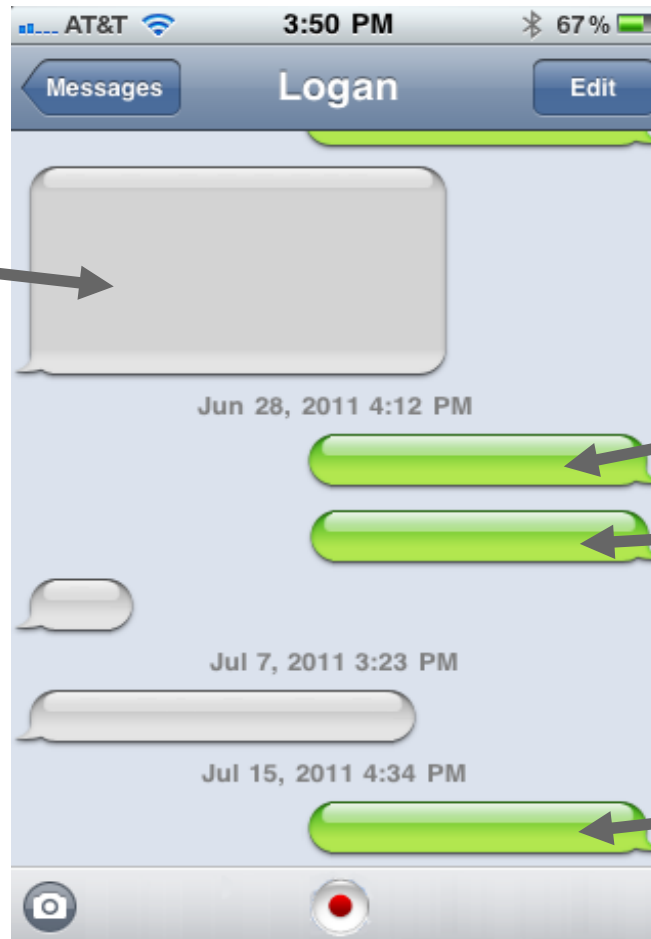
VOXTing Interface

- Same as texting but without keyboard
- Only buttons are Record, Play, and Send



VOXTing

This VOXTing is really cool because it doesn't require all that hands on typing

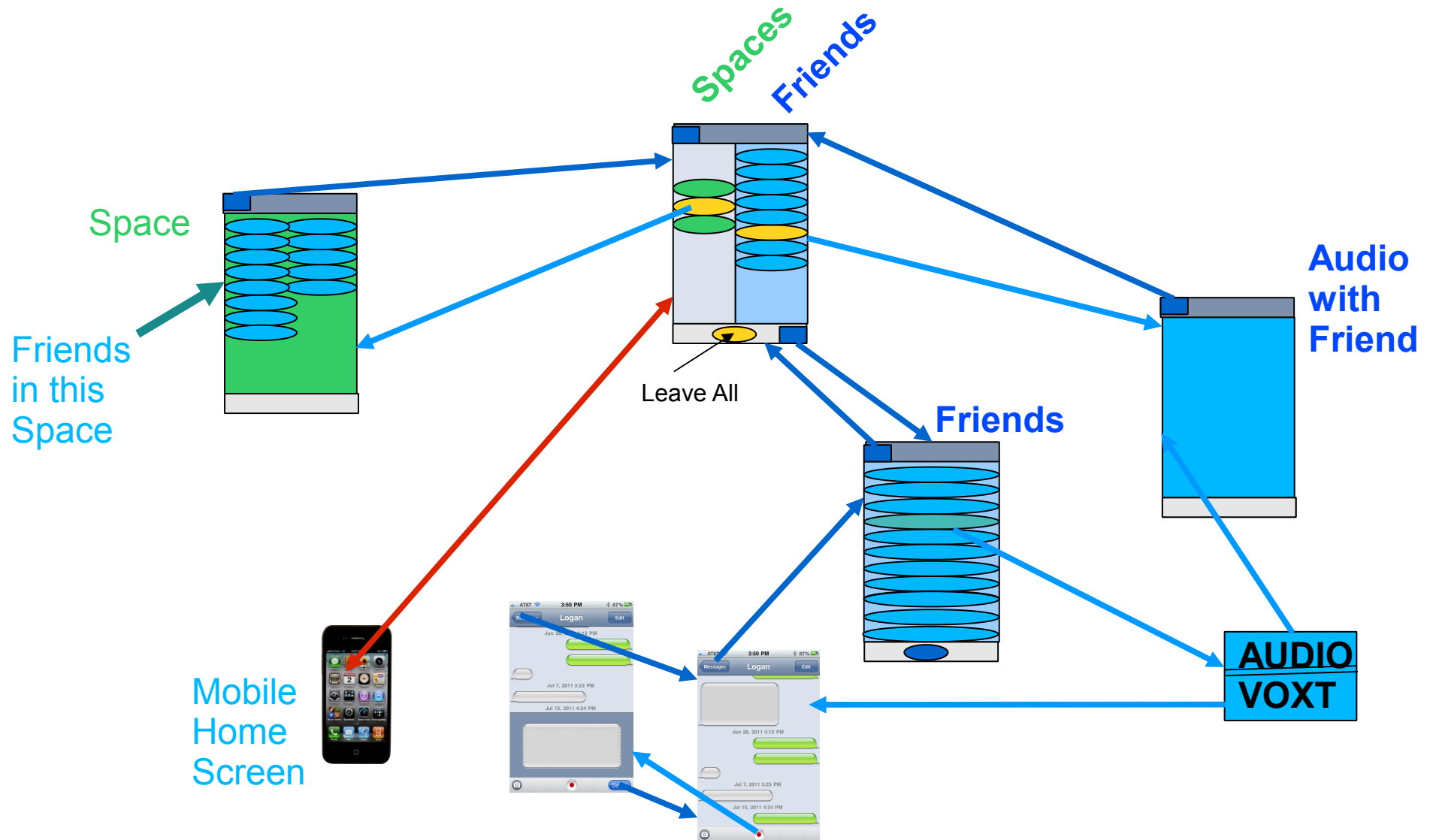


I know, it is!

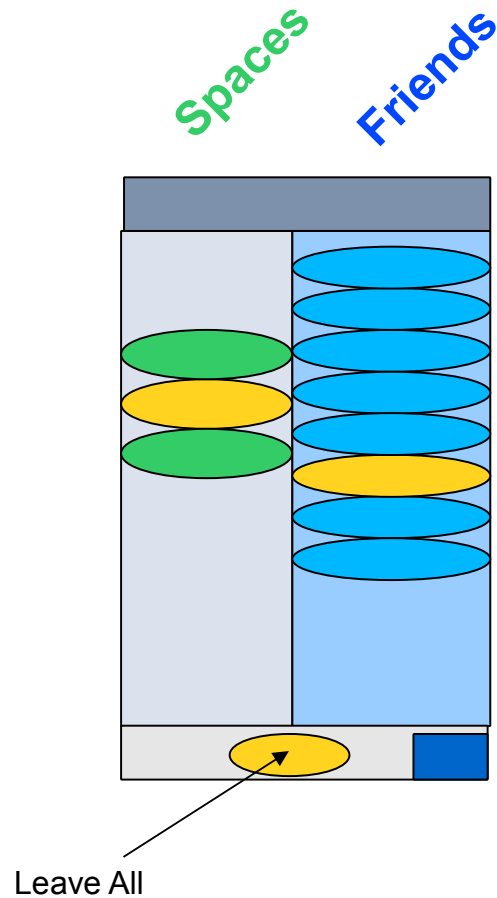
Why didn't Apple think of it?

So much safer than texting and faster

High Level Spaces Story Board



GameStop with Spaces Mobile and PC

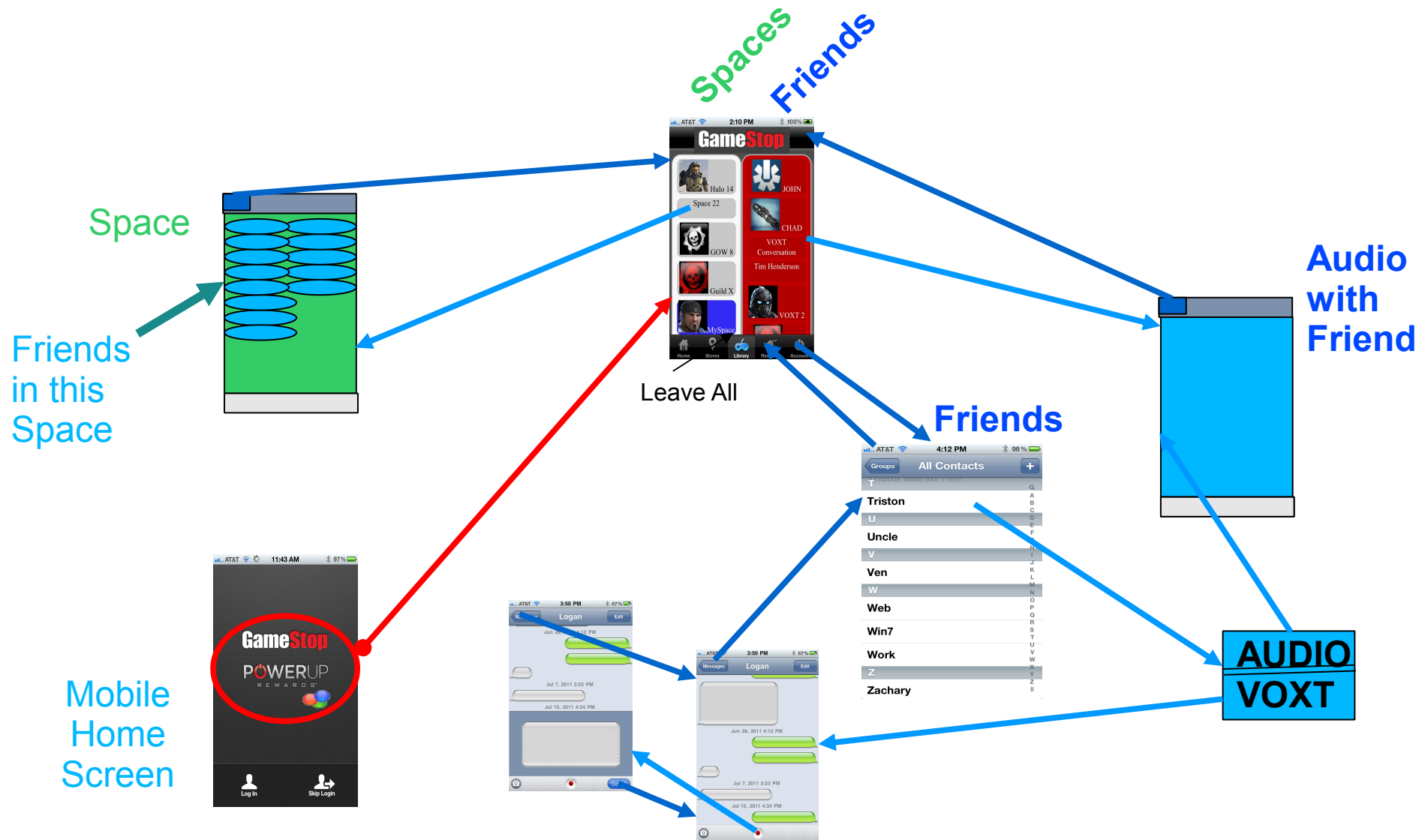


=



Spaces Story Board

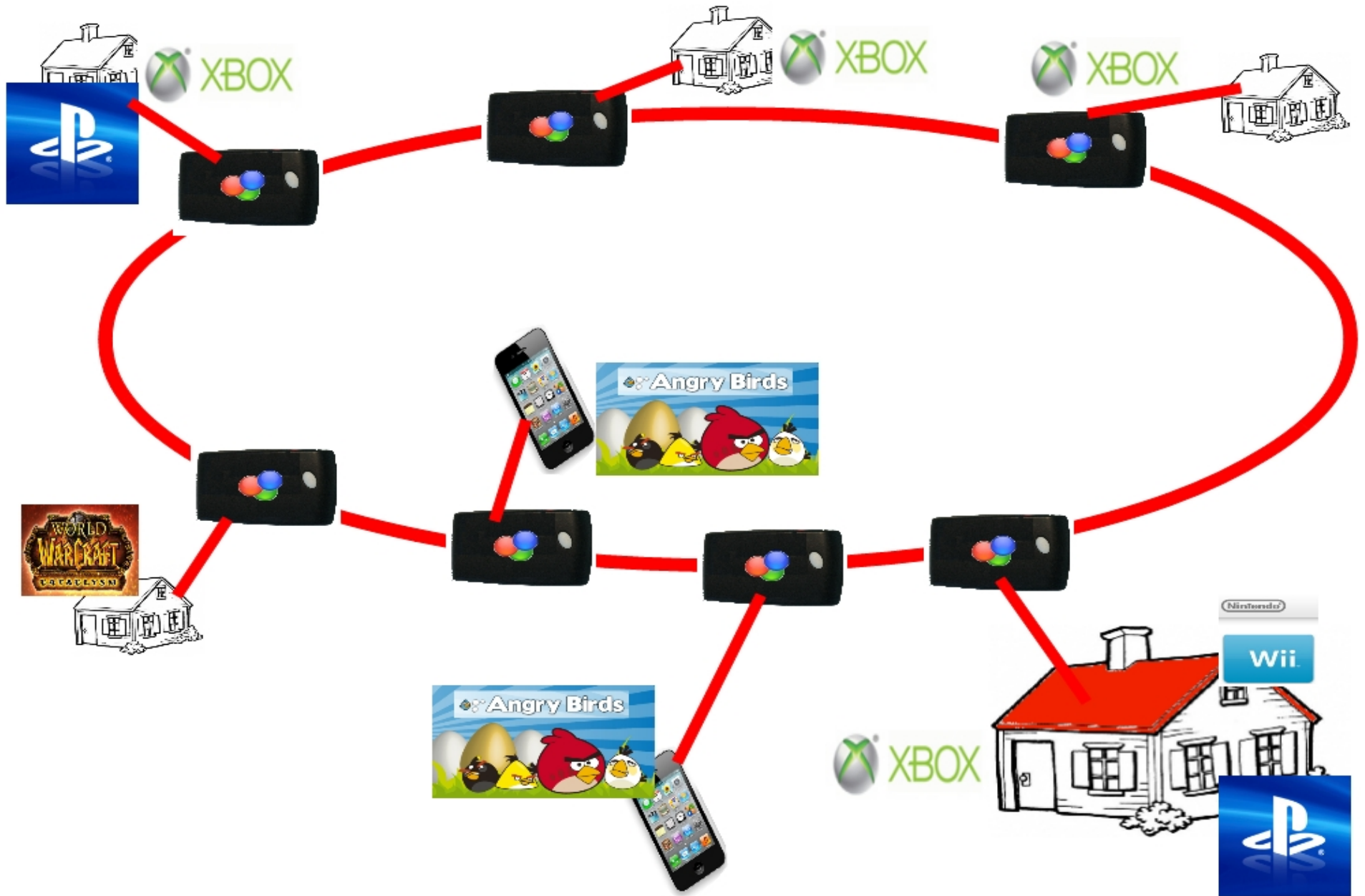
GameStop



GameStop Spaces Community



Unite All Gamer Types



GameStop Spaces

Spaces and VOXTs:

- Creates a true Gamer Community and brings Social Networking to GS
- Expands GS into mobile gaming Angry Birds etc...
- Gamers stay logged on at home or away
- Interface is always on for Targeted Ads etc..
- Differentiates GS from Competition
- Becomes a must have iPhone and Android app.
- Many profit angles from Adapter sales and or Service charges