

# WELCOME TO MOBILE MARKETING DAY

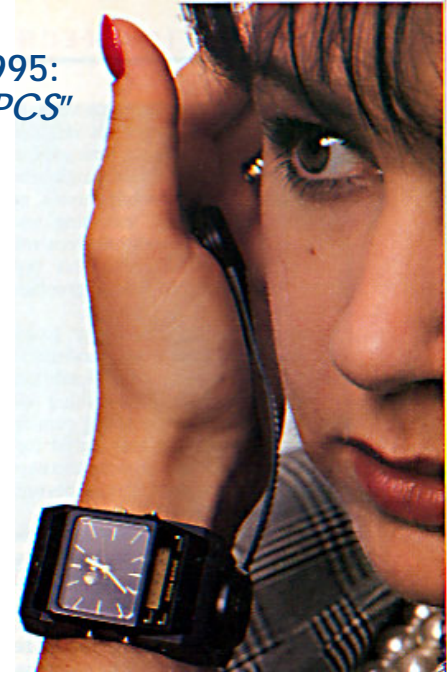
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Executive VP & COO



**The Power of Direct: Relevance. Responsibility. Results.**

# 1895 To 1995: A Century Of Progress

Bell Labs 1995:  
*"Wearable PCS"*



Bell Labs 1951:  
*First Grown-Junction  
Transistors*



World War Two 1941-45:  
*Battlefield communications*



St. Louis 1946:  
*First public mobile  
telephone service*



Switzerland 1895:  
*Marconi's early  
experiments*



Argentina 1995:  
*National coverage  
in 6 months*



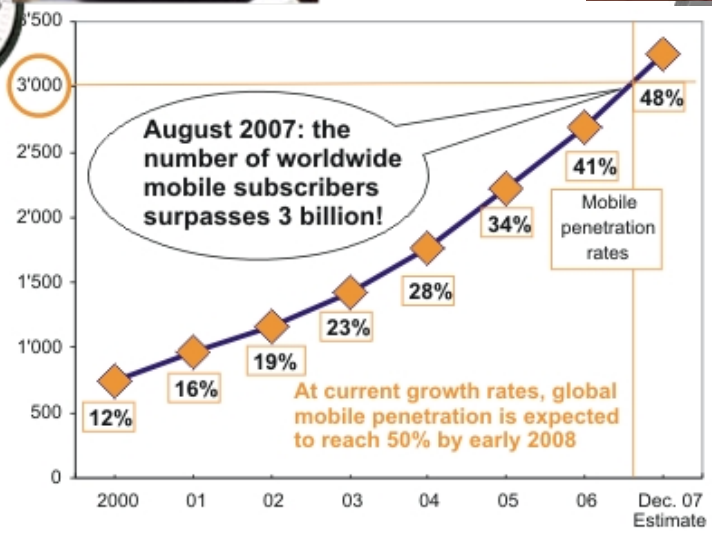
Bell Labs 2000:  
*Create a "communications skin" by 2025*



# 2009: Mobile Is Taking Over

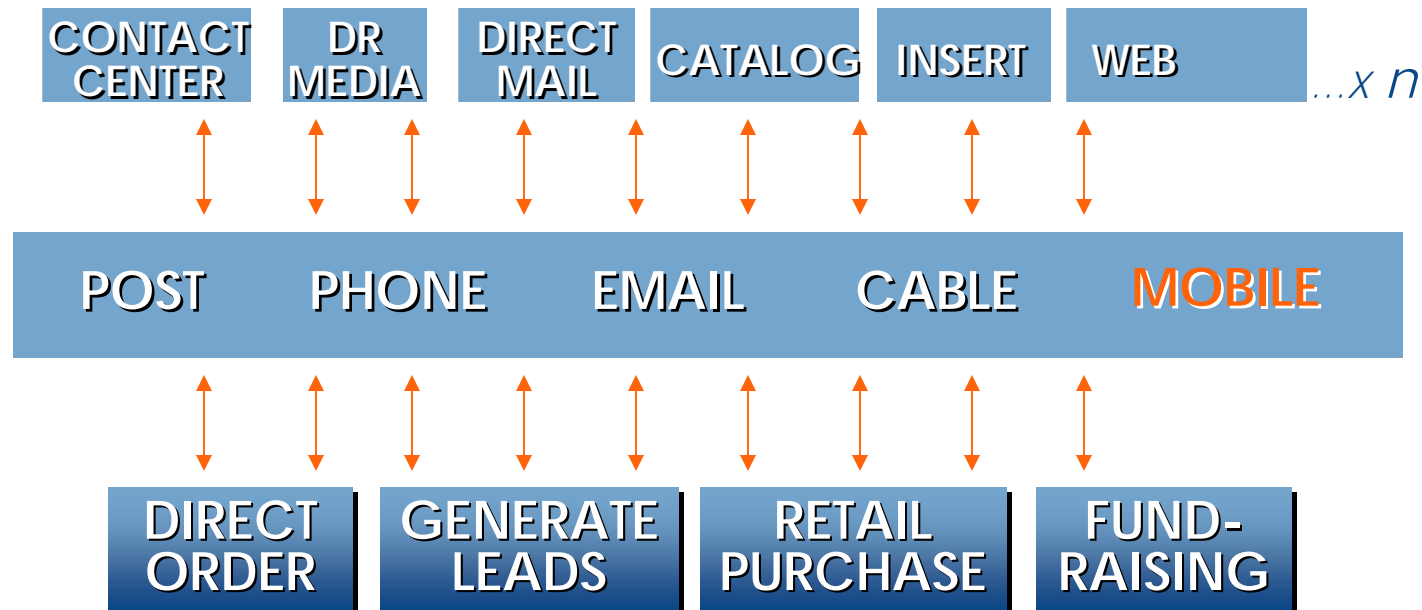
Mobile today is more ubiquitous than TVs and PCs - Combined!

The collage features several key elements: a man in a suit talking on a mobile phone in front of a modern skyscraper; a large satellite dish; a hand holding a smartphone displaying a stock market application with NASDAQ and DJIA data; a hand holding a smartphone displaying the Twitter application; a hand holding a smartphone displaying the Yahoo! mobile website; a close-up of a mobile phone keypad; and a clock showing the time around 10:10.



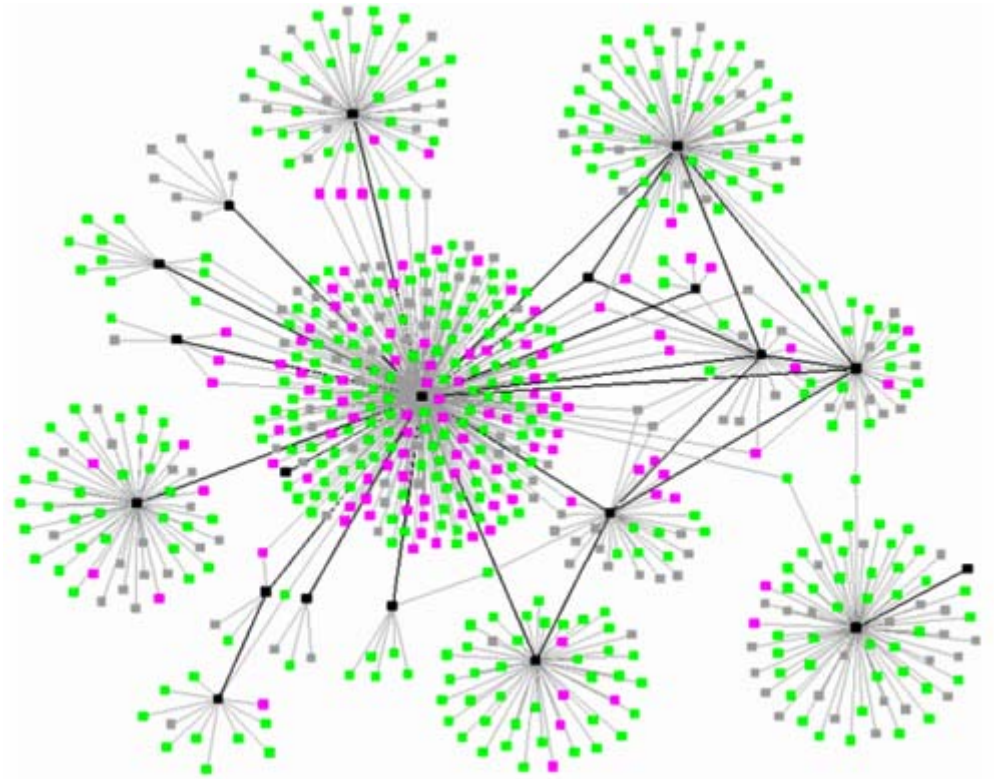
# 2009: Mobile Platform Enables Every Channel

- Mobile is a fundamental enabling platform for the buyer/seller relationship of the future



# Beyond 2009: Intelligent Networks Enable “Intelligent Advertising”

- Adding intelligence to the process – from Web analytics to intelligent barcode mail to data-driven email, SMS and MMS – all makes marketing more relevant and timely



# DMA Will Help Marketers to Integrate Mobile In The Mix

- Facilitating the use of one or more of mobile electronic platforms for sending, receiving, responding to, or searching for... valuable marketing offers



■ SMS



■ MMS



■ Web



■ Bluetooth



■ GPS



■ QR Codes

