



Search, for mobile users

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www.abphone.com / m.abphone.com

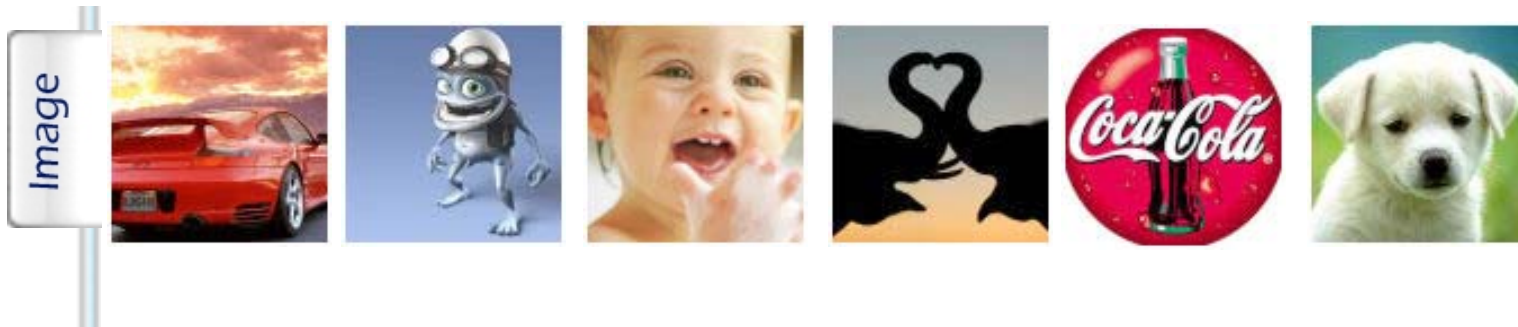
What is abphone?

- A search service, for use on mobile phones



The beginnings

- Created in 2005...

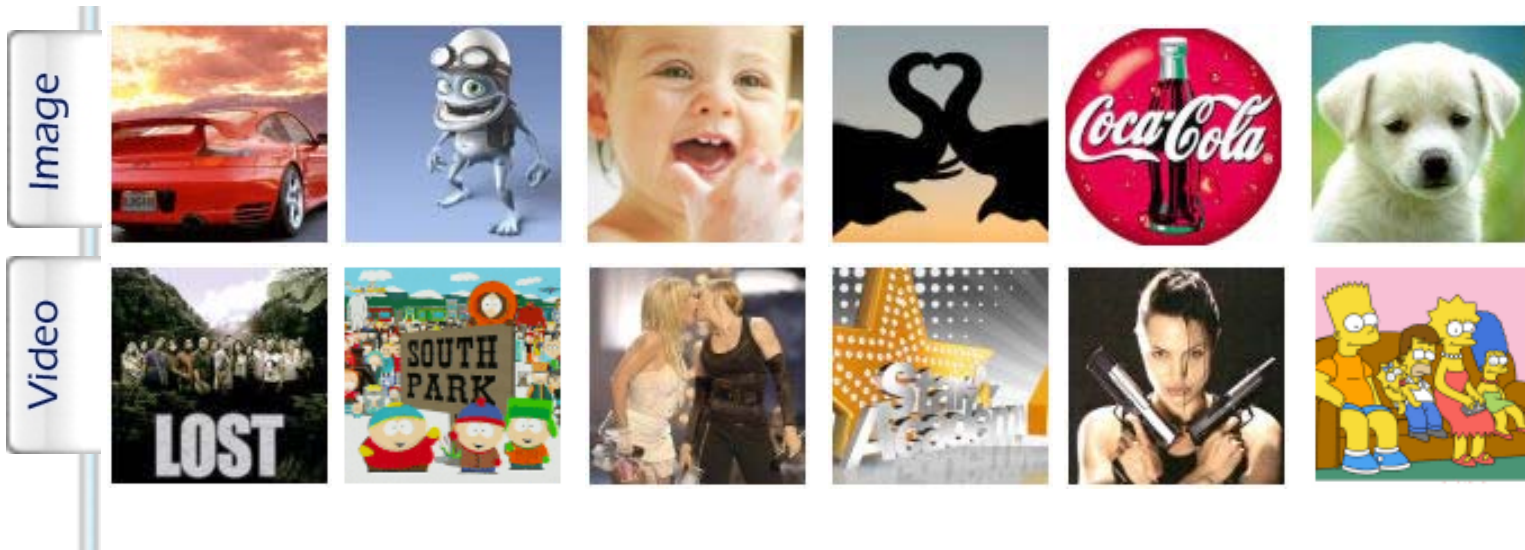


to provide mobile entertainment through a simple image search service



Extending the concept

- ... extended in 2007...

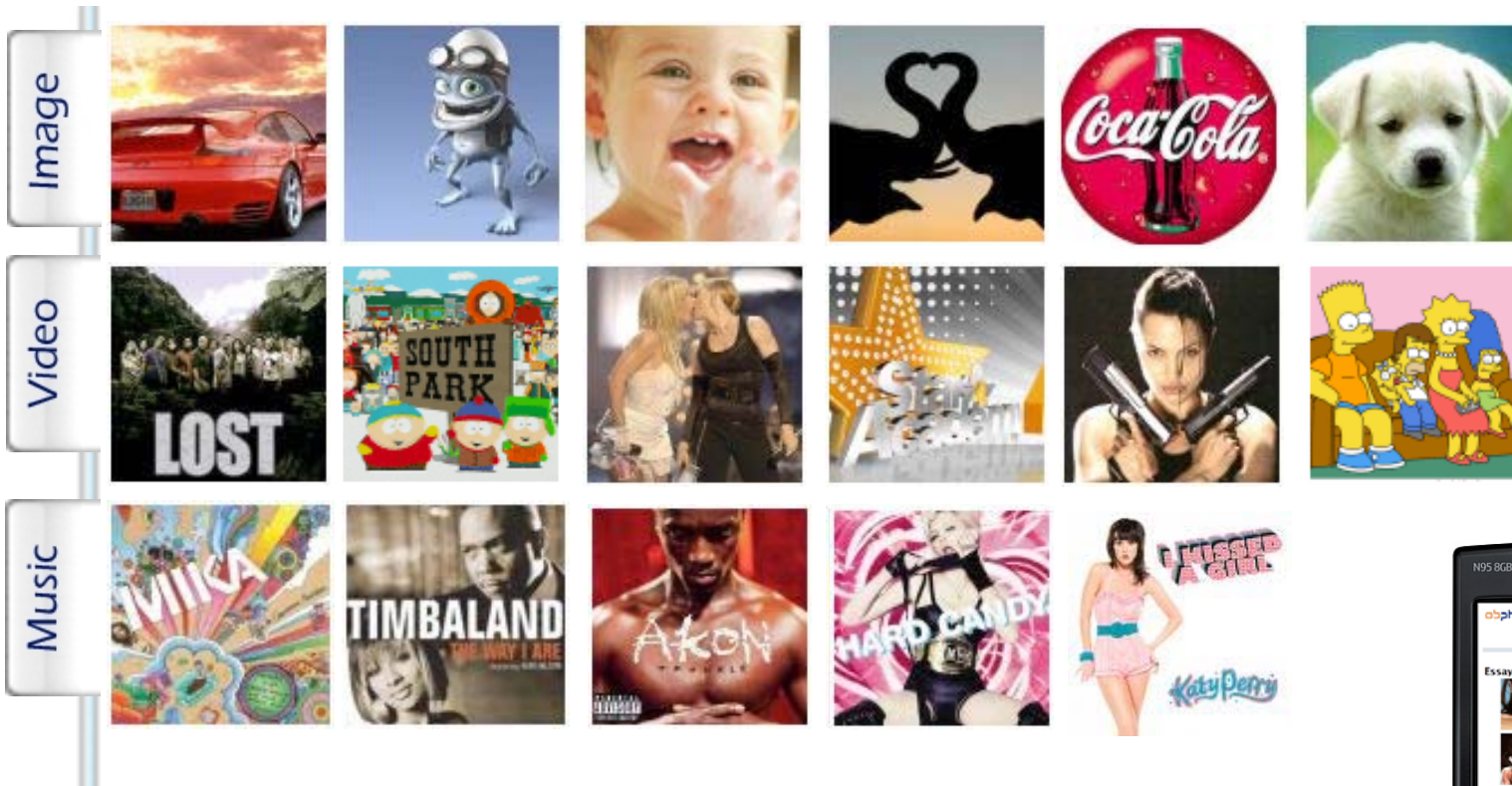


video search is added as handsets evolve

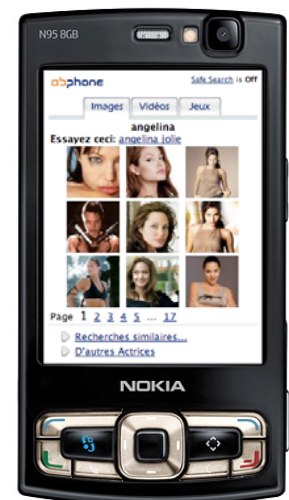


Music search?

- ... extended in 2008...

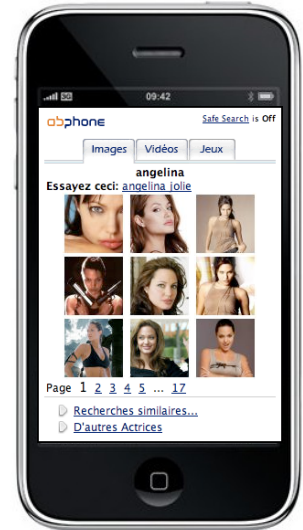


music search is introduced (with restrictions)



Becoming a Multimedia Store

- ... extended in 2009...



What next for abphone?



- Focus on our strengths
 - Entertainment
 - Multimedia
- Stretch the concept of search
 - to create more user engagement

- Innovation outside of the browser
- Web-snacking
 - See our white paper on www.abphone.com (or search websnacking on Google)
- Searching and browsing are more fun than finding!



Thank you

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