



“Mobile technology has changed the way the business world works but the Travel & Tourism Industry, despite being the most successful user of e-commerce, hasn’t really utilised this channel on any meaningful level”
Travel Distribution Summit, UK 2005.

Introducing the SOS Guide from Pixaya Your information anywhere in the world direct to any mobile phone!

Your Tourists and Potential Guests want to Read the Local News and Check the Weather, they want to Find out what Attractions are on, then Book the Tickets. They could have Lost their Passport or be Looking for a Translator, a PA, Car Rental, Where to Eat, Where to Meet, Where to Greet ...**Help them, let them use your SOS Guide!**

Useful and Practical Information for Business and Leisure Travel Attractions, Restaurants, Bars, Hotels, Emergency Numbers, Places of Worship, Business services, Disabled Services, Airport Lounges, Tipping Advice, Driving Tips, Customs Info, Tourist Information and lots more. See your destination and its valuable information in its full glory with Videos, Audio, Images and Text.

Advertising: It’s your way of letting the public know where you are and what you have to offer. Just a few Clicks on a mobile phone and your tourist information is at their fingertips, literally! Videos of your best Hotels, Beaches, Bars and Attractions. Interactive Maps of your Famous Landmarks and Points of Interest. Up to date Local News Topics and Daily Weather Reports. Useful Numbers including Taxis, Health Services, Emergency Services and Airports.

Features:

Enterprise Marketing ROI Tracking: Capture more information about how effective your marketing campaigns are.

100% Contact Details: Users leave behind their contact details along with information about what they have been viewing.

Mobile M-Commerce: increase conversion of consumer ‘interest’ into ‘action’ by providing mobile M-commerce facilities.

Artwork Advertising Free: Add your SOS Trigger to your existing artwork for zero cost.

Partnerships: Create multi-partner promotions by sharing the database and text triggers.

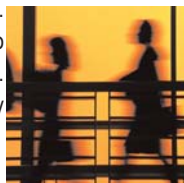
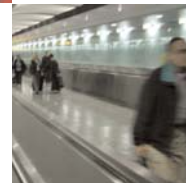
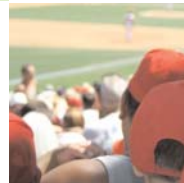
Your Customers - Your Guide

The SOS Guide is a white box solution that allows for your branding to be placed alongside the SOS Guide.

Increase the leverage of your existing marketing campaigns with the new and powerful tool you can track! Printed brochures are frequently tossed in the bin, CD-ROM presentations are rarely seen and emails are treated as spam.

Text Based Marketing Statistics: 94% Read Rate, 40% Response Rate and 8 out of 10 subscribers said they prefer to get information direct to them this way.

To see how the SOS Guide works and looks using a cellphone text **TRAVEL to 60999** (UK only).



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