

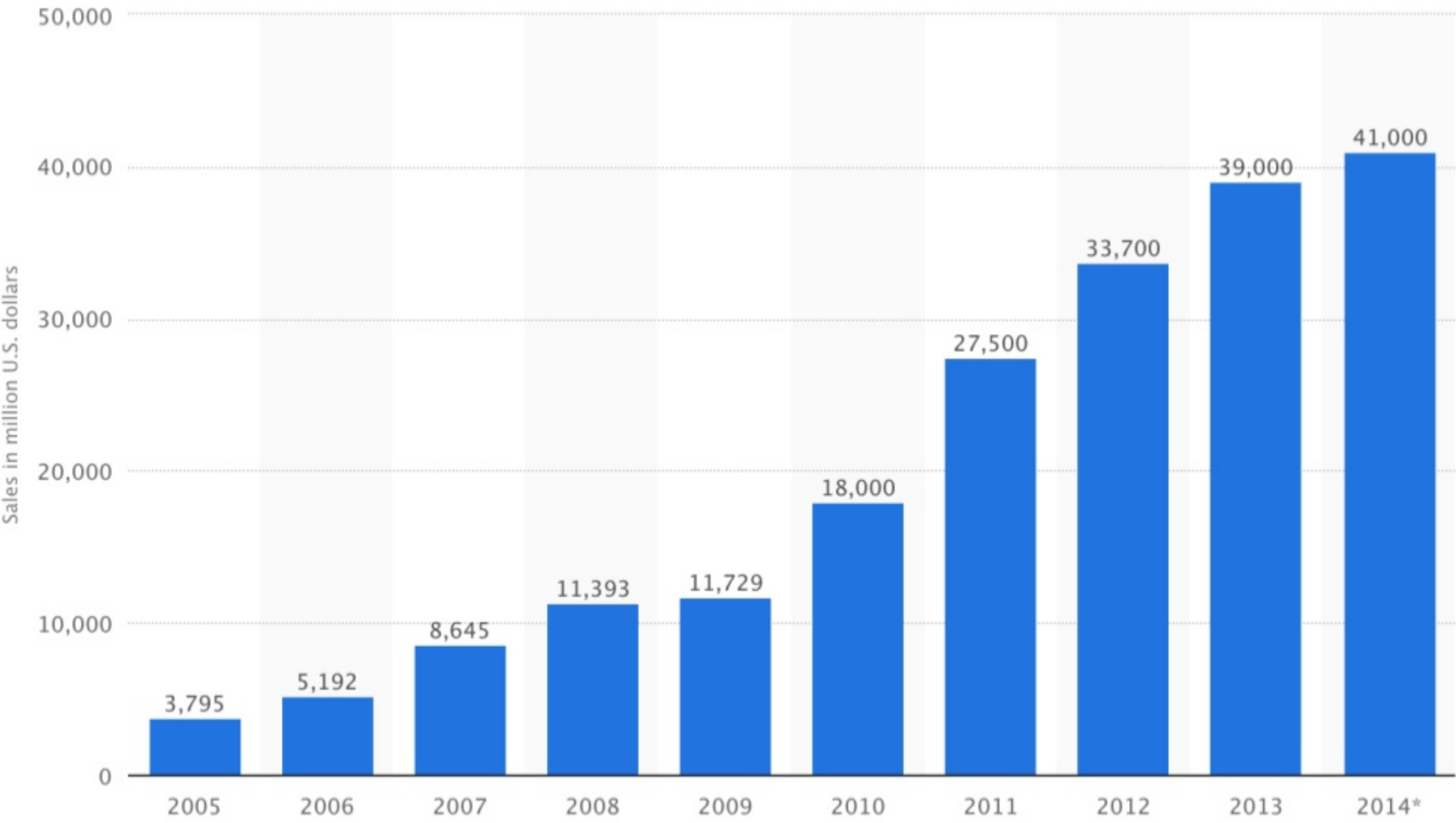


Universal Mind™

Mobile Customers & the Digital Experience



Smartphones sales in the United States from 2005 to 2014 (in million U.S. dollars)



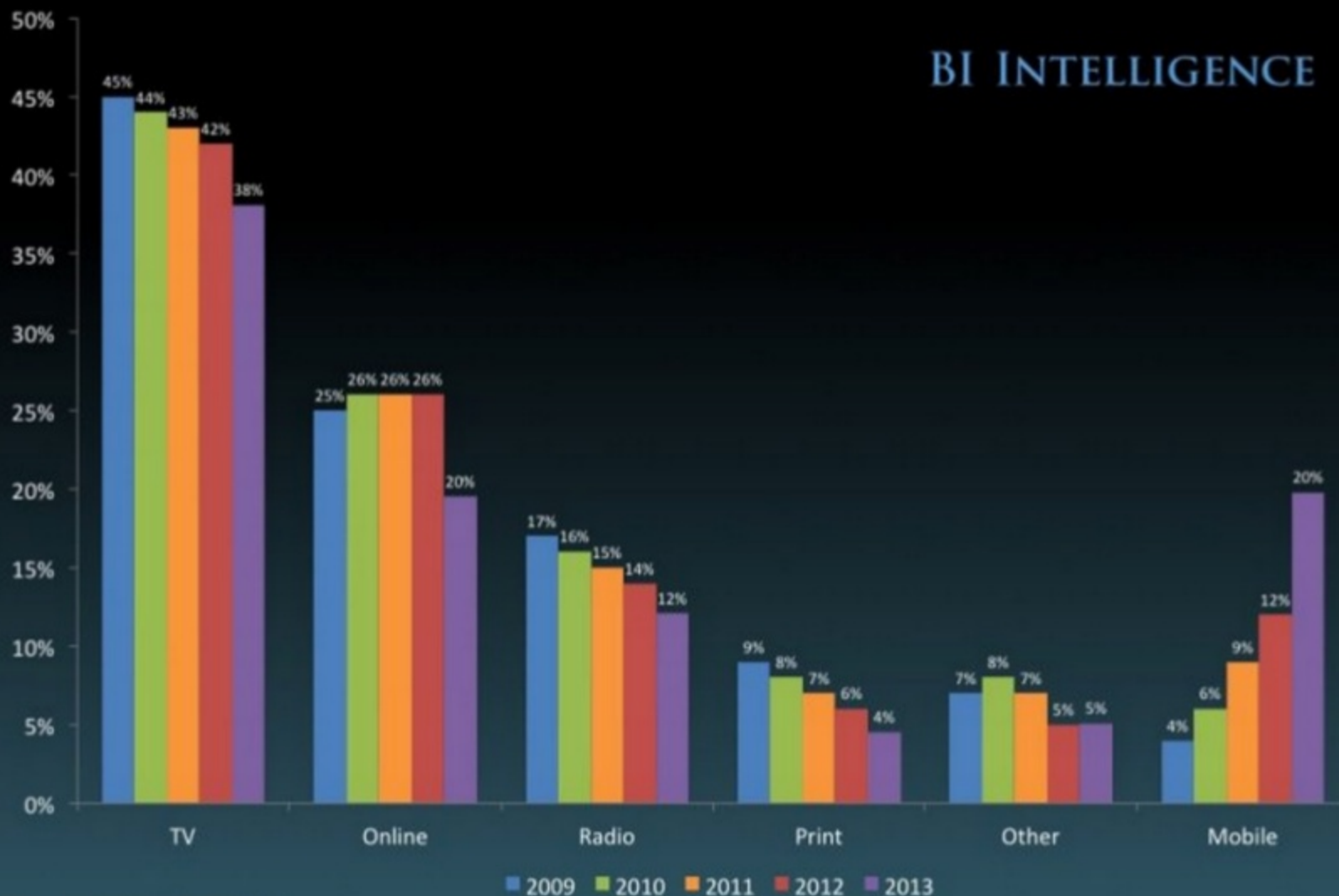
Additional Information
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Sources:
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Eyeballs are moving to digital, especially mobile

U.S. Consumer Media Consumption Share

BI INTELLIGENCE



Source: eMarketer, August 2013

MOBILE IMPACT

- ~200M iPads and iPhones sold 2013 worldwide (2x cars)
- iOS: \$20B in revenue since 2008
- Touch screens
- App stores
- "Edge", 3G, Wimax, "4G", LTE

Radio Shack

AMERICA'S TECHNOLOGY STORE™

PRESIDENTS' BIRTHDAY SALE!

DON'T DELAY!

All-Weather Stereo
Cut 34% **1188**
Reg. 17.95
Realistic STEREO-MATE™ AM/FM personal receiver through off sand, water, #10-142. Maximum noise level. See Radio Shack 17-142.

AM/FM Clock Radio
30% OFF **1388**
Reg. 19.95
Chronomatic™-261 clock radio's compact size cuts nighttime clutter. #12-191. See Radio Shack 12-191.

In-Ear Stereo Phones
HALF PRICE! **788**
Reg. 15.95
Realistic® in-ear phones weigh just 0.6 ounces! With carry pouch. #13-977. See Radio Shack 13-977.

Micro-Thin™ Calculator
39% OFF! **488**
Reg. 7.95
Radio Shack EC-413 is about the size of a credit card! Solar powered, #10-413. See Radio Shack 10-413.

3-DAY SPECIALS ABOVE GOOD SATURDAY THRU MONDAY ONLY!

0% INTEREST!

NO PAYMENTS UNTIL MAY!
NO DOWN PAYMENT!

HURRY! OFFER ENDS TUESDAY FEBRUARY 19

See Electronic Radio Shack Store for details. *Interest rate 0% for 12 months. Payment is due by your next billing date. Financing fee \$1.00 per month. See Electronic Radio Shack Store for details. **See Electronic Radio Shack Store for details. ***See Electronic Radio Shack Store for details.

COME IN AND TAKE ADVANTAGE OF THESE OTHER FANTASTIC VALUES!

INTRODUCTORY SPECIAL!

Save \$670

\$1599

Low As \$15 Per Month - Reg. \$2269.95

- 286-Based PC Compatible
- Color Monitor
- 20MB SmartDrive™ Hard Drive
- Easy-to-Use 10-in-1 DeskMate® Software

BONUS PACKAGE

- Lotus Spreadsheet For DeskMate
- DeskMate Q&A Write
- Quicken
- 2-Button Mouse

Mobile Cellular Telephone

Save \$100

\$199*

Low As \$15 Per Month - Reg. 299.00

#12-1278

Deluxe Portable CD Player

Save \$40

15995

Low As \$15 Per Month - Reg. 199.95

Realistic CD-3250 has 16-selection memory. Headphones extra. #41-317

Tiny Dual-Superhet Radar Detector

Save \$60

7995

Reg. 139.95

Road Patrol™ XX detector lets you drive with confidence. Separate X and K-band tones. #22-140

Compact 10-Channel Desktop Scanner

Save \$30

9995

Reg. 129.95

Realistic PRO-57 lets you catch the news as it happens! Hear police, fire, taxi, military. Lots more. #33-106

VHS Camcorder

Save \$100

\$799

Reg. 899.95

Realistic Model 952 includes video light for indoor shooting. 2-lens battery. With accessories. #10-952

Mobile CB With Channel Controls on Mike

HALF PRICE!

4995

Reg. 99.95

Realistic TRC-420 lets you get highway info or help—you'll never have to drive "alone." #21-014

Our Easiest-to-Use Phone Answerer

Cut 17%

4995

Reg. 59.95

DIAPHON® 3AD-247 answerer is ready to use—just plug it in. Has built-in announcement. #40-303

3-Way Speaker With Massive 15" Woofer

Save \$110

14995

Reg. 359.95

Optimum Match™ system pumps out bass you can feel. 4" horn tweeter, 5" midrange. #40-400

20-Memory Speed-Dial Phone

Cut 33%

2995

Reg. 44.95

Radio Shack ET-292 "Sun-Power" is ideal for offices. Turn-dial. 10-line. #21-292

Handheld Voice-Actuated Cassette Tape Recorder

40% OFF

2995

Reg. 49.95

Realistic CTR-85 makes an excellent "dictation" for students, secretaries. For transcription. #40-800

überfacts

~2009: WHAT IS YOUR **MOBILE** STRATEGY?



RJ OWEN

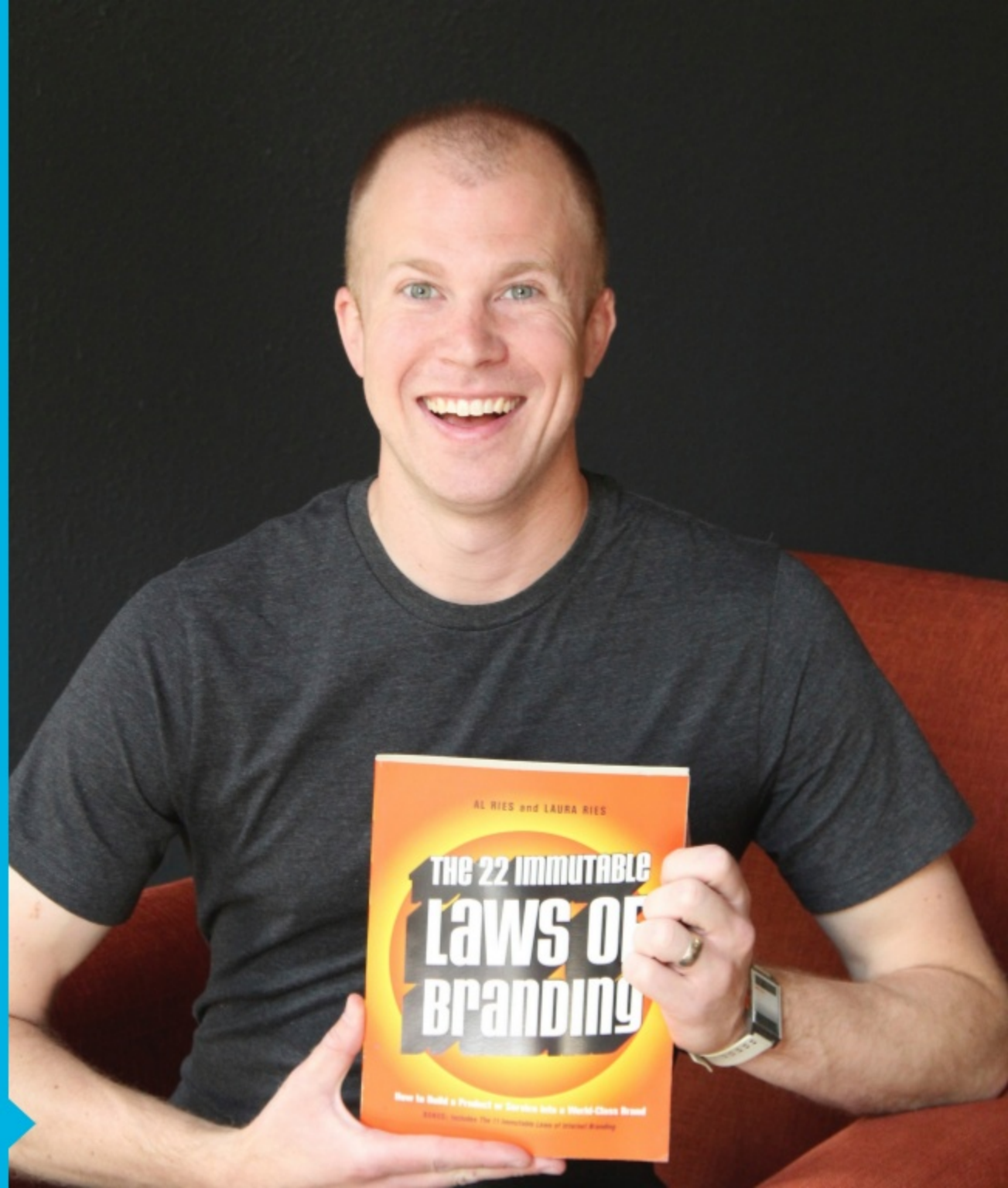
Director of User Experience

Universal Mind

universalmind.com

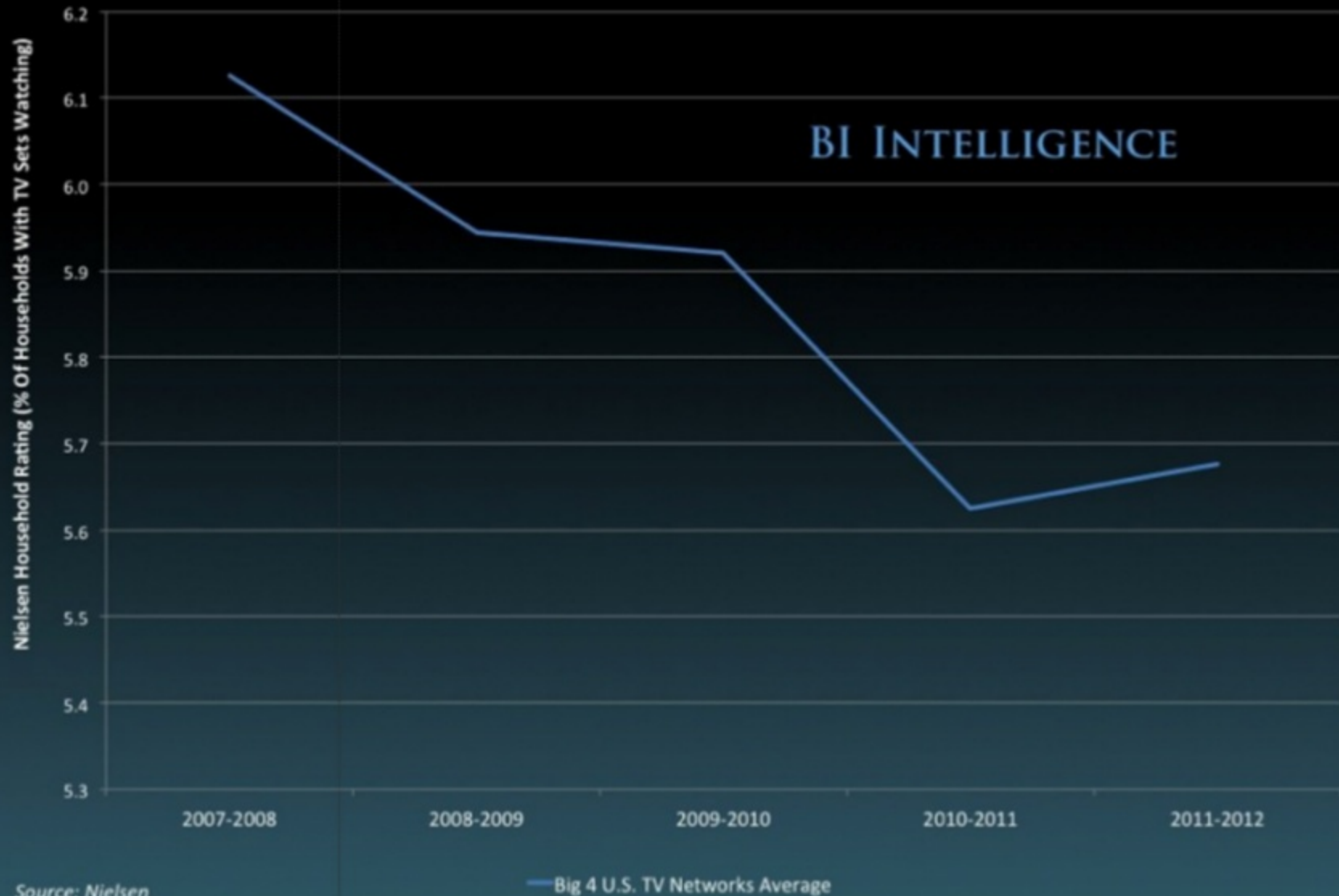
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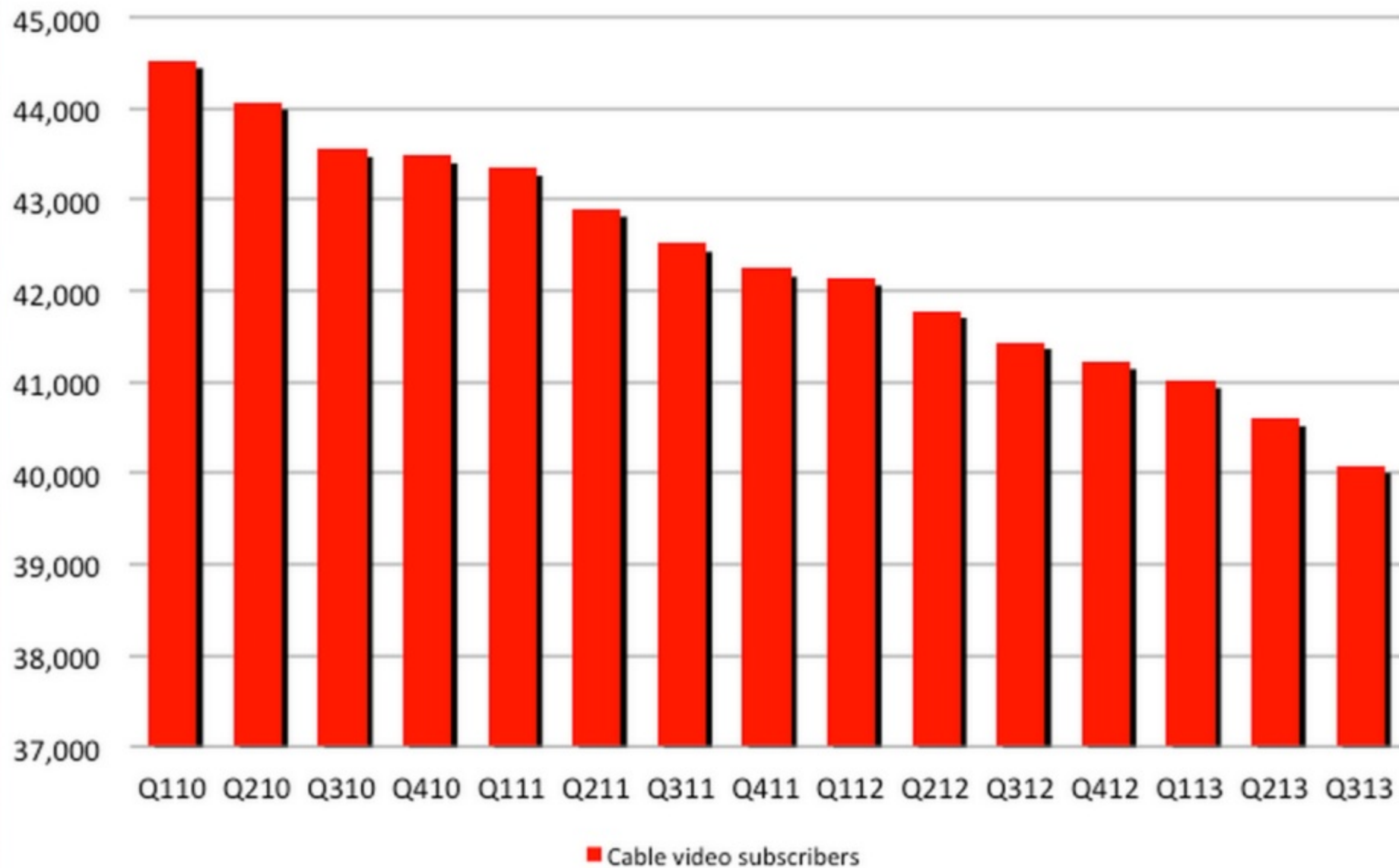


Ratings are falling...

Primetime U.S. TV Network Ratings Are Declining

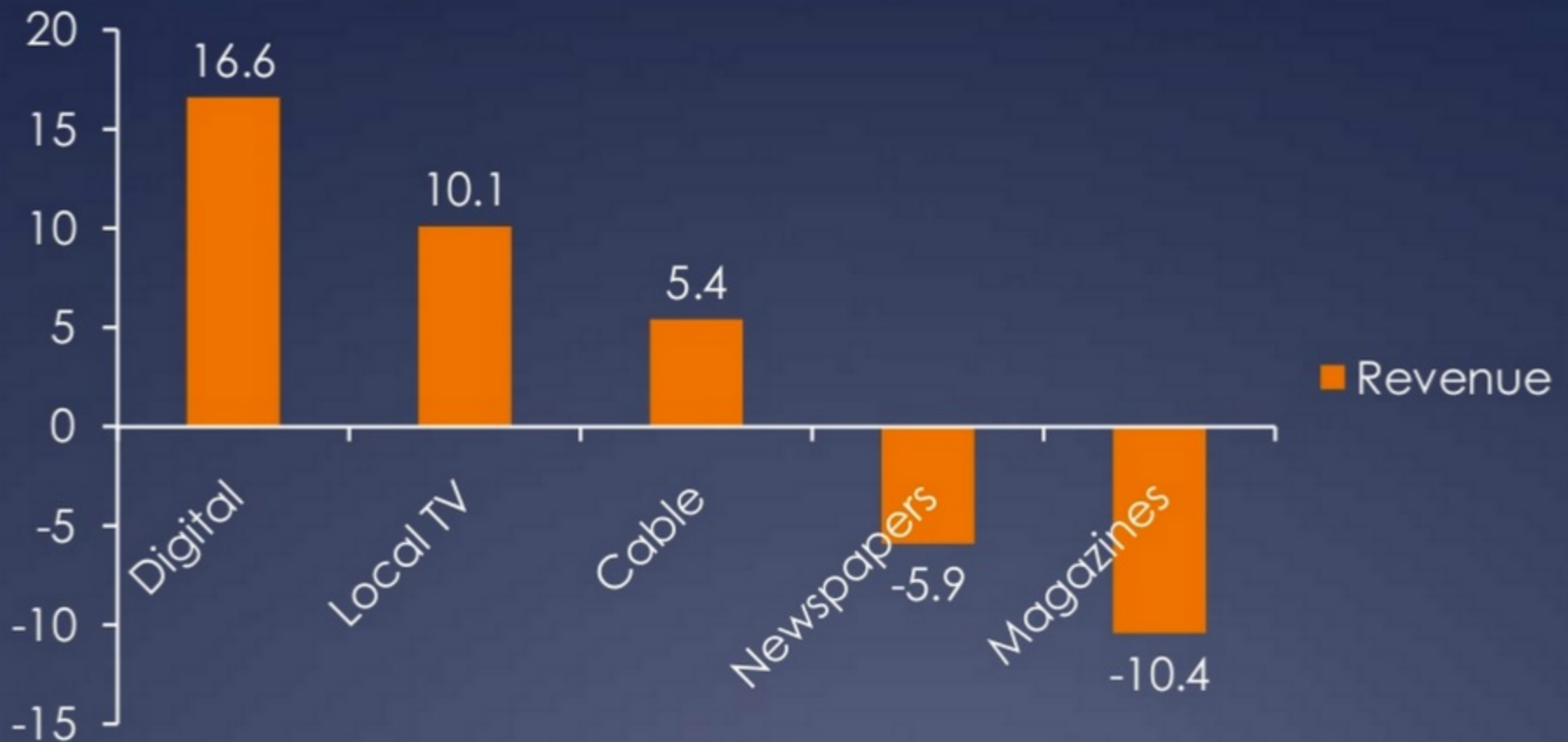


Goodbye, Cable TV



Money Matters

Change in Ad Revenues (2011 – 2012) [%]



"MOBILE" 2014



source: [Luke W](#)

WHAT IS YOUR **MOBILE** STRATEGY?





WHAT IS YOUR **DESKTOP** STRATEGY?



WHAT IS
YOUR
WATCH
STRATEGY?

WHAT IS
YOUR
**GOOGLE
GLASS**
STRATEGY?



WHAT IS YOUR **OCULUS RIFT** STRATEGY?



There is no mobile strategy - only **the** strategy.

Jason Grigsby (2007)



WHAT IS YOUR...

STRATEGY?

TARGET CUSTOMER?

BRAND EXPERIENCE?



“You can practice shooting eight hours a day, but if your technique is wrong, then all you become is very good at shooting the wrong way. Get the fundamentals down and the level of everything you do will rise.”

Michael Jordan

