



InView™ Mobile

InView Mobile is media player software for smartphones.

InView Mobile™ plays interactive, multimedia content that is tailored to a user's specific location. Open InView Mobile at a sports event -- receive information about that event. Open InView Mobile at a shopping establishment -- receive the product information and promotions.

InView Mobile enriches the experience of those who visit supported venues or events by delivering distinctive information applicable to an entire venue/event or information connected with a specific area(s) within a venue/event. The value of InView Mobile is embodied in the visually-engaging, interactive and location-aware nature of the information that is shown. Open the InView Mobile application wherever an InView Mobile logo is present and receive real-time information on your smartphone that is exclusive to that location.

When InView Mobile is installed on a supported smartphone, such as the Apple iPhone, it delivers the following features:

- Retrieves and plays location-oriented, interactive event/venue specific content
- Retrieves and plays content tied to the viewer's longitude and latitude coordinates
- Plays content that can change according to predefined schedules
- Plays content that can include realtime data and/or video feeds
- Plays content that can include external links to web sites, content, etc
- Plays content that is centrally designed, managed and distributed
- Plays content that is created by graphic designers not programmers
- Plays content that can be exclusive to those present at an InView-enabled location



NOTE: InView Mobile is available on the Apple iTunes app store (Lifestyle genre) and can be downloaded at no cost to the end user. Content for InView Mobile will be developed by Symon's graphic designers in accordance with your specifications.

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