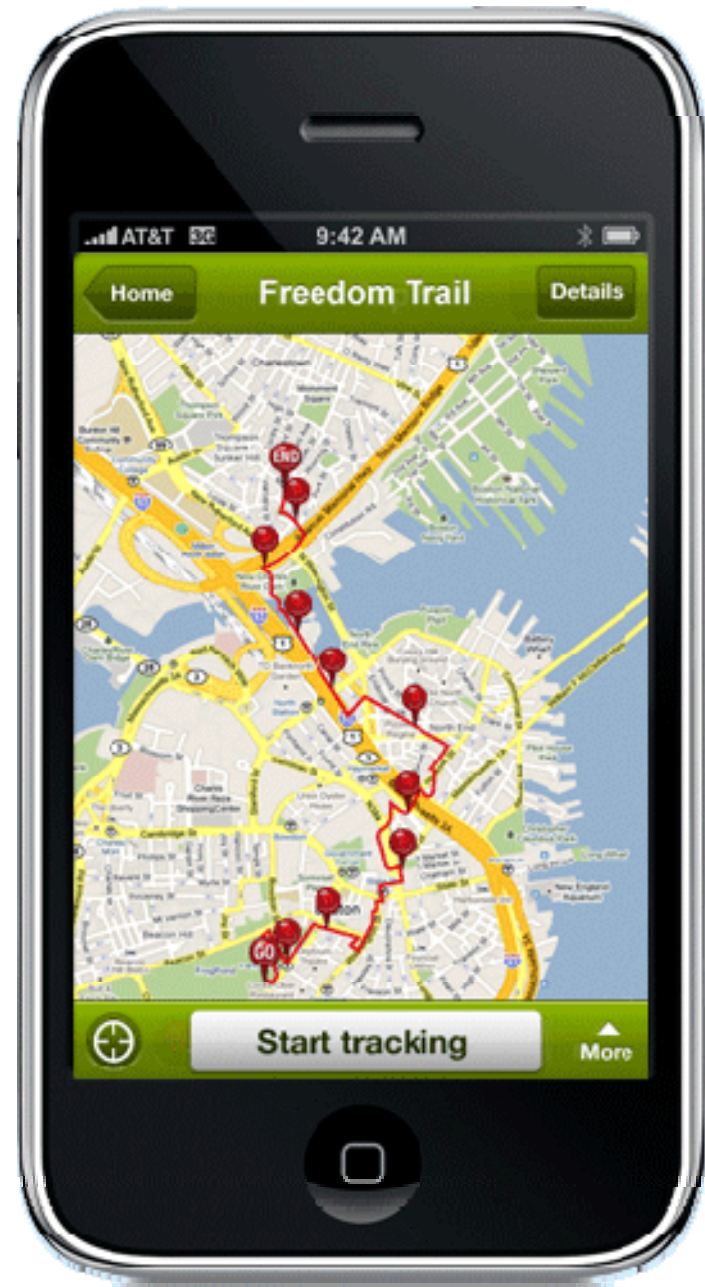




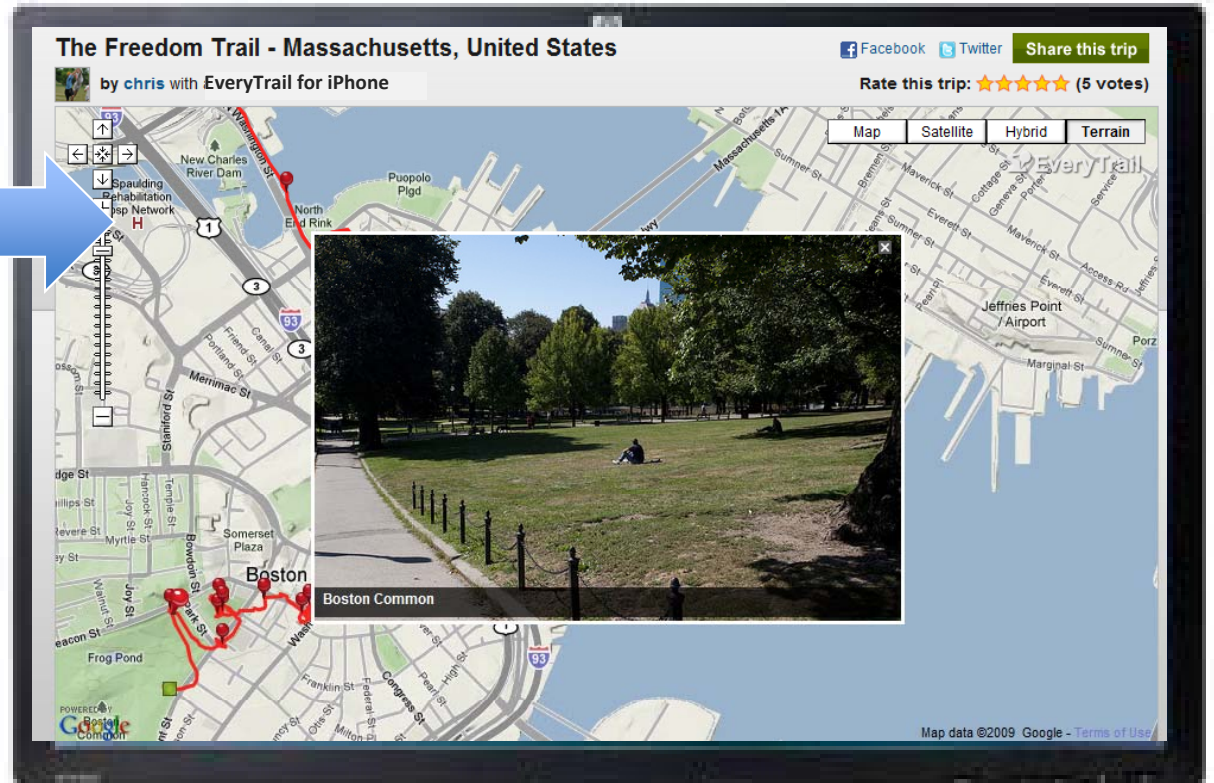
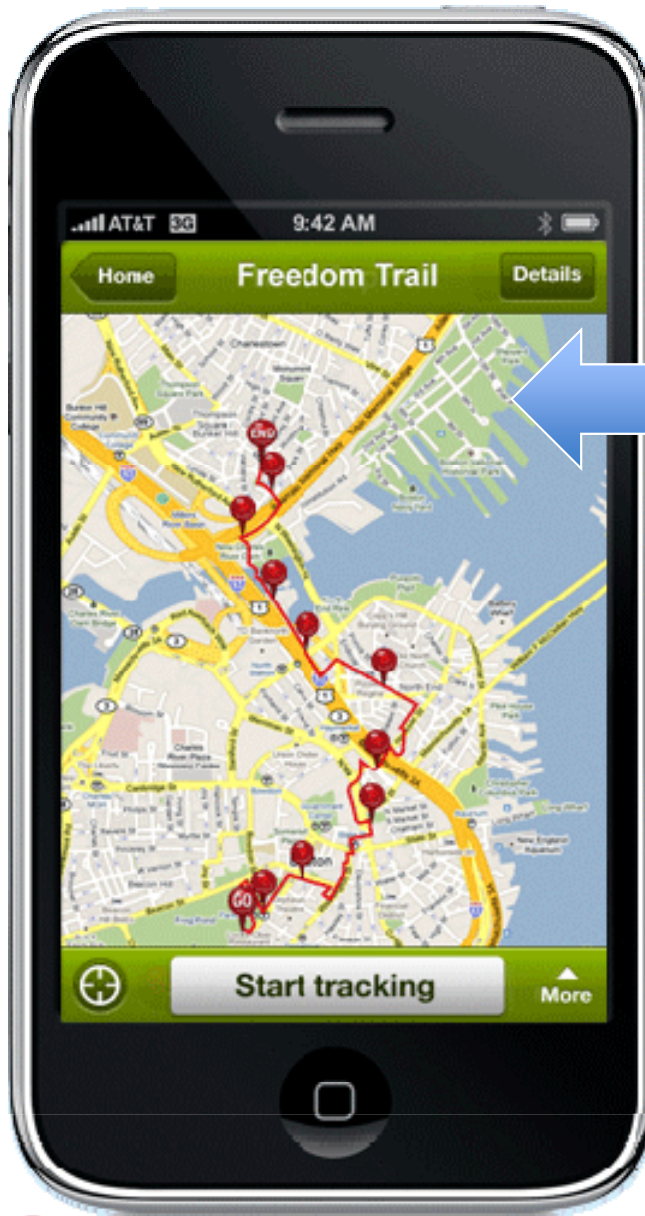
**TRAVEL:
The KILLER APP for
SMART PHONES**



Mobile

Web

EveryTrail.com



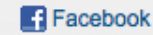
Success to date



> 1,500

Uploaded Trips / day

Berlin Zoo mit Knut - Berlin, Germany



Share this trip



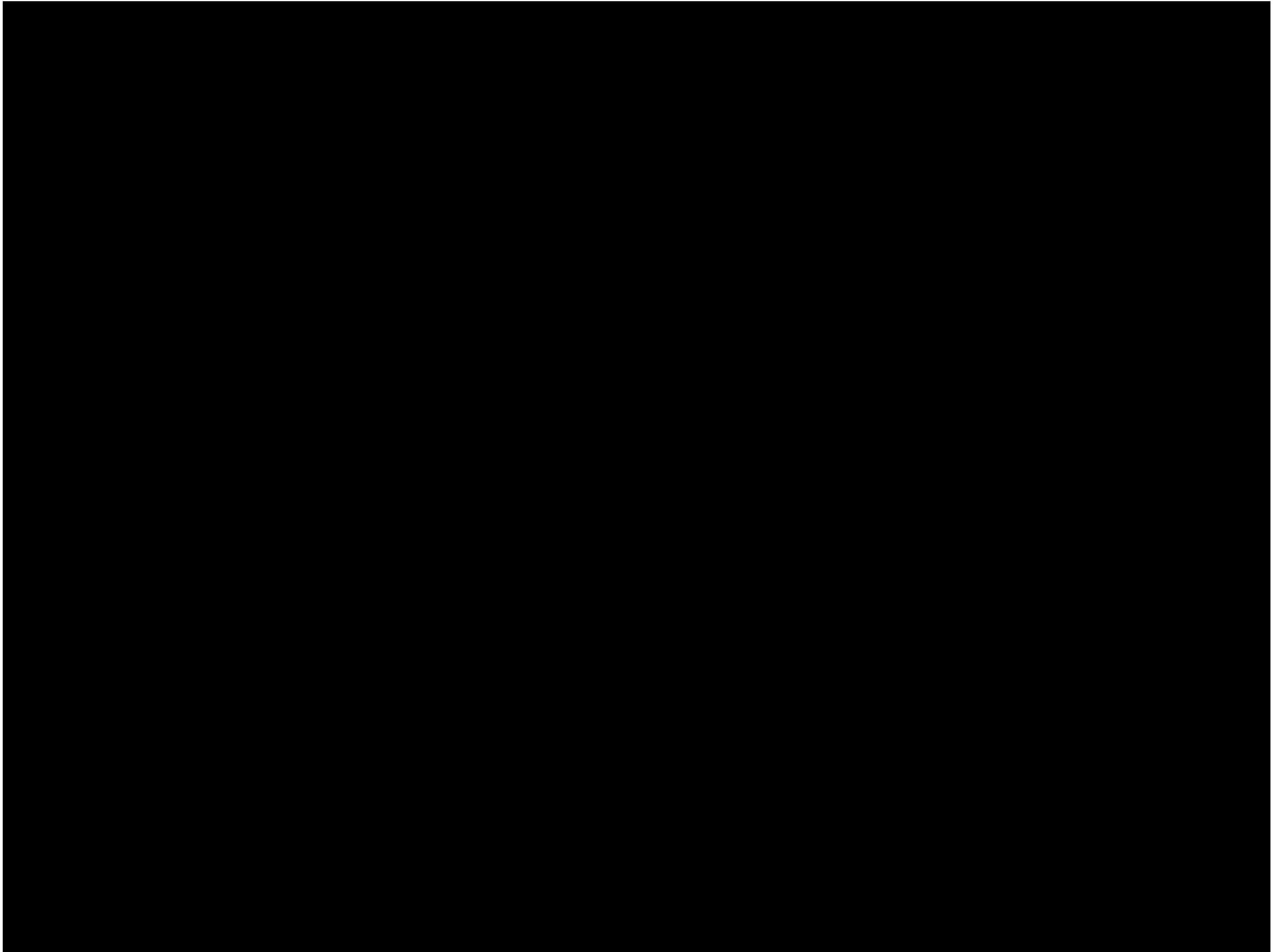
by chris

Rate this trip: ★★★★★ (3 votes)

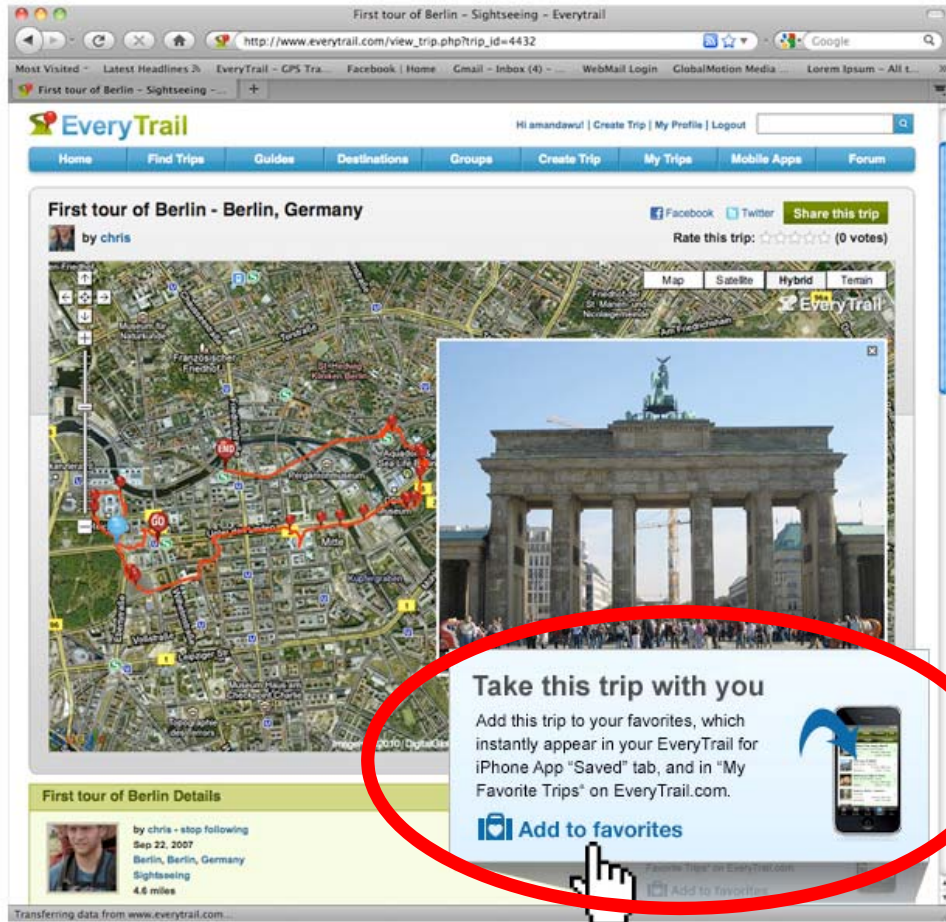
The main map shows a red trail starting at a 'GO' marker and ending at an 'END' marker, looping through the Berlin Zoo area. Landmarks like 'Neuer See' and 'Zoologischer Garten' are visible. The video player overlay shows a satellite view of water with a play button, a title 'Knut swimming', a duration of '00:00:17', and the YouTube logo. Map controls like 'Map', 'Satellite', 'Hybrid', and 'Terrain' are at the top right of the map area.

Map data ©2010 Tele Atlas, Imagery ©2010 DigitalGlobe, GeoContent, AeroMap, GeoEye - Terms of Use

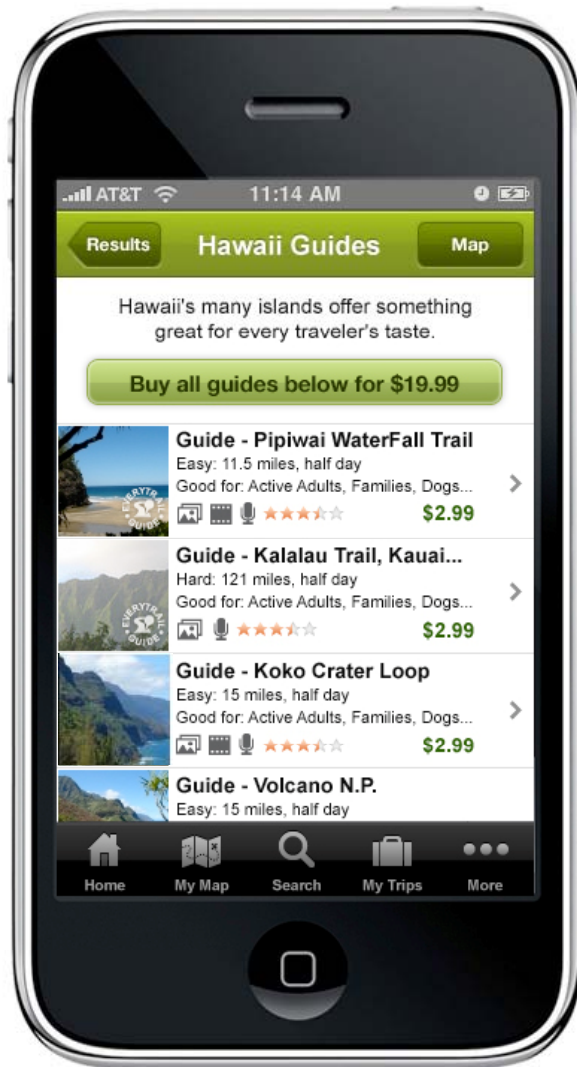
[View map fullscreen](#)



Seamless Integration between Web and Mobile



Business Model: Freemium



- Free UGC
 - Driving adoption and encouraging sharing
- Paid Premium Content
 - Available as in-app purchase

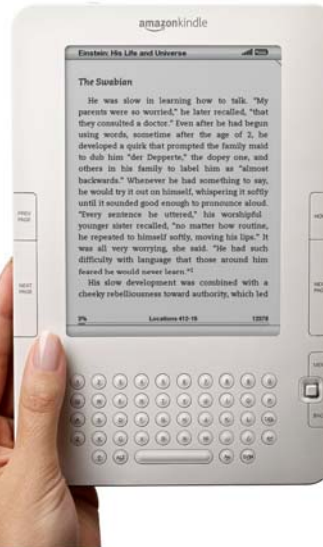
Paid content is real

Music



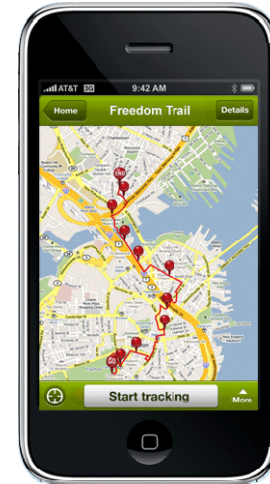
> \$8.5 Bn

Books



3.8 x

Travel



A LARGE
NUMBER

“Mobile platforms are so powerful now that you can build client apps that do magical things...”

**Erick Schmidt, CEO Google
Oct 2009**



Thank you

joost@globalmotion.com

