

Interpret® MobileTrax

Interpret's MobileTrax is an innovative product that will shape and inform the marketing, retail and product development strategies of its subscribers. MobileTrax is designed to provide manufacturers, technology companies and carriers with coverage of pre and post launch consumer awareness and buzz surrounding signature handsets. Interpret's MobileTrax offers a better means to measure and monitor fast changing consumer behaviors and preferences within today's rapidly evolving mobile landscape.

Objectives

Interpret's MobileTrax has the capability to deliver on the following key objectives:

- Identify the Intender audience and demographic profile, as well as the competitive consideration set for each signature device.
- Provide benchmarks for forecasting sales as well as future product releases.
- Gauge level of excitement, price expectations and willingness to defect from current carrier for competitive handsets.
- Measure Owners' overall satisfaction, likelihood to recommend, handset accessibility, etc.
- Understand key purchase drivers and in-store triggers among Intenders who eventually bought each signature handset.
- Pinpoint purchase barriers among Intenders who did not buy each signature handset.

Example Scorecard

| | Palm Pre (A) | Apple iPhone (B) | BB Storm (C) | BB 8900 (D) | HTC/Google G1 (E) |
|--|--------------|------------------|--------------|-------------|-------------------|
| Purchase Interest Score | 121 | 123 | 87 | 109 | 96 |
| Top 2 Box Excitement Level | 45% | 49% | 24% | 36% | 29% |
| Top 2 Box Brand Affinity | 30% | 45% | 25% | 25% | 8% |
| Willingness to Defect from Current Carrier | 21% | 25% | 8% | 17% | 14% |
| Willingness to Defect from Current Handset Brand | 65% | 70% | 35% | 58% | 24% |
| Average Price Expectation | \$299 | \$299 | \$149 | \$299 | \$179 |
| Ease of Use | 88% | 90% | 73% | 86% | 29% |
| Call Quality | 78% | 80% | 72% | 84% | 69% |

Methodology

Interpret's MobileTrax has two components:

- 1. Pre-Handset Intenders**
(n=2,000): A Quantitative Tracking study (10-15 minute survey) consisting of n=400 intenders for each signature handset. Pre-release data will provide profile of handset Intenders as well as quantitative benchmarks for forecasting demand.
- 2. Post-Handset Owners**
(n=1,000): A Quantitative Tracking study (15-20 minute survey) consisting of n=200 recent purchasers of each signature handset. Post-release data will provide key device metrics such as overall satisfaction, likelihood to recommend, and ease of use.

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Rates

\$25k per handset for an annual license

Price includes one competitor phone of the subscriber's choice (consistent across both waves)

Price includes two waves:

Summer (June – July)

Holiday (October – December)

Additional handset rates:

3 Phones = \$35k

4 Phones = \$43k

5 phones = \$50k

