



The Future of Mobile Social Activity

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(VP = Very Professional)

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Mobil

Regular	4.278
Special	4.378
Super	4.478

Buy 24 Plus
\$13.99

Touchfree
Car Wash







First, Introductions

Chad



Conor





Not to Scale!



Prototyping is the fastest way to learn



Business and Customer Empathy

Holistic brand and marketing experiences

Development of new and emerging technologies

Thought leadership

Prototyping

COLUMBIA 60 J-198

Gayla Peevey

Wish I Wuz A Whisker



98

ON THE EASTER BUNNY'S OWN

THREE LETTER SONGS

White Label



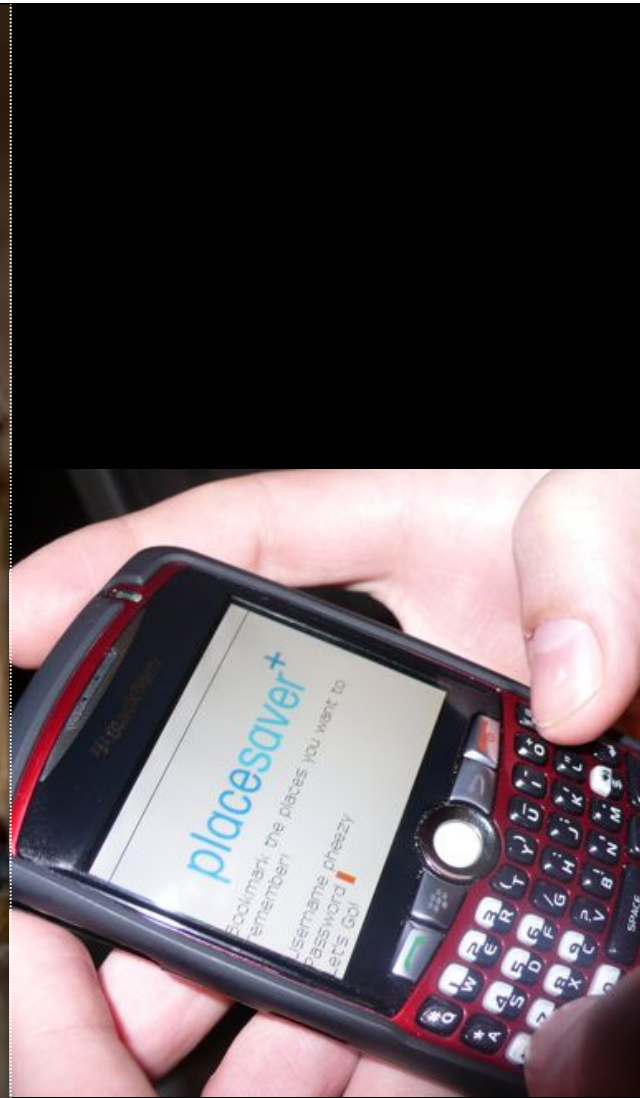
A photograph showing a red car body (chassis) in the center, surrounded by a vast array of its disassembled parts, including wheels, suspension components, and interior pieces, laid out on a white surface. The parts are organized in a grid-like fashion, illustrating the complexity of manufacturing. An orange semi-transparent banner is overlaid across the middle of the image.

Build utility and syndicate everywhere

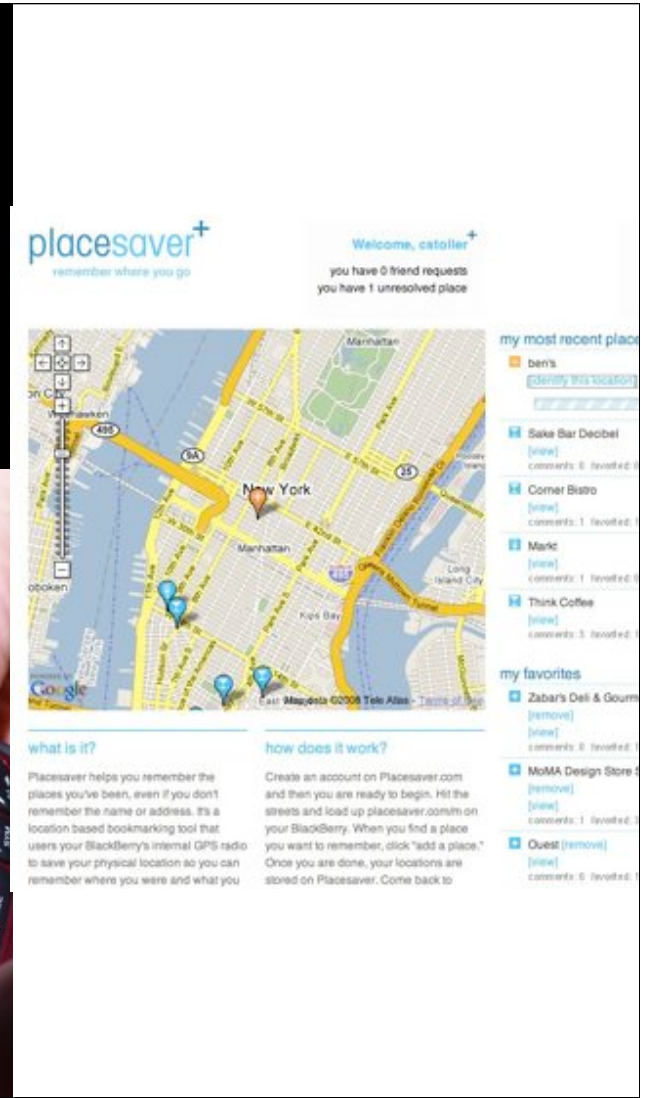
placesaver⁺



See



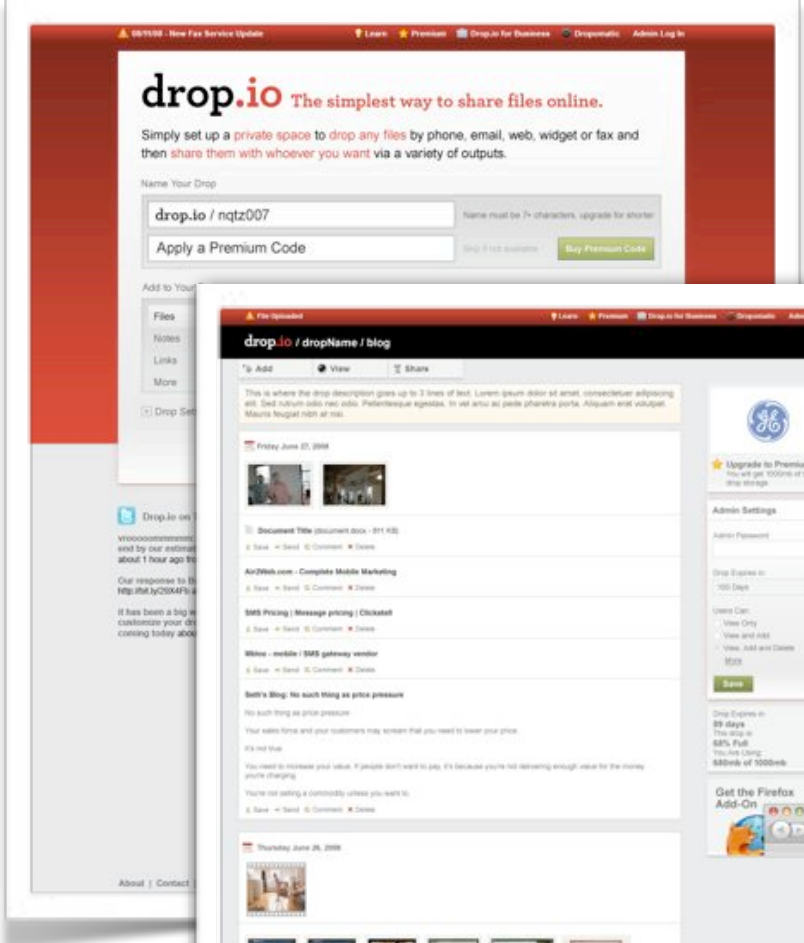
Save



Store

drop.io

We Make Sharing Simple





Access

Inputs

**Your
Content**

Outputs

**Share what you want, with who you want,
how you want.**

So, Why?

Because we
believe in
Exceptional
Experiences

And we had a
speaking slot



Making mobile social

Mobile & Social

- We've seen it all. Big Brands tend to attract attention
- When you control the cash, you have a lot of conversations
- People want to meet you
- We've seen a lot of things, but we've heard what people want
- Where are the great things?

Unofficial Market Size



Go Figure 1



OR



Mobile Social Today

- Devices
 - Carriers
 - Technology
 - Proprietary OS & Apps
 - Registration
 - Subscriptions
 - Security
 - Ads over utility
 - Lack of valid, contextual data
 - Join another network!
 - Premium costs
 - How old is this content?
- 

Where's the Love?

- Its high tech versus right tech
- Its ad fueled
- Its capability over needs
- Who is thinking about the user?
- Who is making it easy?
- Who is enabling awareness, trial and adoption?

What is social?

- Touch
- Talk
- Share
- Discuss
- Discover
- Easy! - for some :)



We need a better mousetrap

And things look good!

- Convergence
- Open source
- Web based applications
- Cloud computing
- Higher speeds ;)
- Mobile services & devices

A close-up photograph of a tray filled with numerous cupcakes. The cupcakes are decorated with various frosting colors including chocolate, vanilla, pink, and green. Some are topped with fresh strawberries, chocolate shavings, or small candies. The background is dark, making the colorful cupcakes stand out.

Joy!

So we got together

- *Plan A*: Tell you all about what works and what doesn't work
- But we already told you that
- *Plan B*: Build a collaborative expression to demonstrate our vision

Social starts with sharing

- Where am I?
- What do I need to know?
- What can I do?
- Who else has been here?
- What did my friends do?
- **Sharing enables conversation**

Introducing Location

- A first of its kind mobile sharing platform
- Enabling a new way to engage with a location
- Desktop & Mobile
- Synchronous sharing
- Turn any place into a sharing space
- No registration, no user accounts
- Make a Drop and give it a place!

As Simple as it Sounds

- Make a drop
- Add your content
- Set its location

- Visit location
- Access location.drop.io on iPhone, BlackBerry or Web
- View content

Location

Assign a Location to a Drop

drop.io

Location

Find a Drop via Browser

drop.io





Locate a Drop Near You

Use this page to locate a drop based on its geographical location. Click on the map or type an address into the box to see a list of drops.

Address:

[find me with Loki](#)



To get started:

Click a location on the map or type an address in the box above to find a drop.

Locate a Drop Near You

Use this page to locate a drop based on its geographical location. Click on the map or type an address into the box to see a list of drops.

Address:

[find me with Loki](#)



There are 3 drops at this location:

1. Scott East
2. LarryTV
3. HJ Jacob

Map data ©2008 TomTom, ©2008 Google

Sample Scenarios

A photograph of a wall covered in dense graffiti and signatures. The graffiti is written in various colors including purple, blue, green, and black. Some legible names include 'JIM IS...', 'CHANTAL', and 'NADJA'. There are also drawings, including a portrait of a man with long hair. A red rectangular box is overlaid on the center of the image, containing the text 'Shared Experiences' in white serif font. A wooden ledge runs horizontally across the lower part of the wall. A person's arm in a blue shirt is visible on the right side, and a blurry white object is in the foreground on the right.

Shared Experiences

An aerial photograph of an urban area, likely a city, showing a dense grid of buildings and streets. A prominent river or canal winds through the city, with several bridges crossing it. The image is dimly lit, giving it a dark, moody appearance. A semi-transparent red rectangular box is overlaid in the center of the image, containing the text "Urban Treasure Hunt" in a white, serif font.

Urban Treasure Hunt

A stage performance featuring a dense forest of vertical light tubes. The tubes are illuminated with bright blue and white light, creating a shimmering, rain-like effect. In the background, a large screen displays a blue-toned image of a person. The stage is lit with blue light, and several musicians are visible, including a guitarist on the left, a drummer in the center, and a keyboardist on the right. The overall atmosphere is futuristic and immersive.

Unlocked Experiences

ROCKET & SPACE Exhibition Center

SNACKS & GIFTS & SOUVENIRS

STARBUCKS

19 Miles to Exit 116

NEWMAN

Outdoor Marketing





Context is King

Customized marketing
delivered to the last 3 feet.
How will you use it?

drop.io  ORGANICSM

<http://location.drop.io>

Desktop
BlackBerry*
iPhone (coming soon)**

IE - Not So Much :(

* with GPS ** email chad@dropio.com to join the iPhone beta

Flickr Photo Credits

- Dystopos
- wales23us
- Stabulo Boss
- Eric Laffourgue
- Yan Zhang
- The Bleeding Heart Bakery
- Laughing Squid
- Mr. T in DC
- elsie*cake.
- Damian Toman
- Maurice Flower's
- Amekai
- umjems

Thanks :)