



*Founded in 2005*

## **Bar-Z Full Digital Platform Solutions**

***A Flexible Mobile Platform  
To Reach Your Citizens & Visitors  
on Any Device***

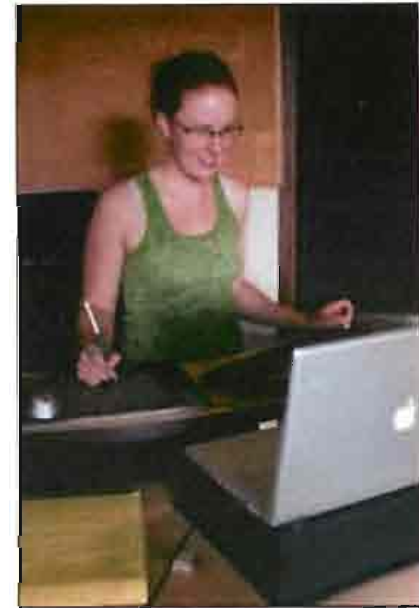
*[www.bar-z.com](http://www.bar-z.com)*

*512-732-0135*

*Confidential*

# Bar-Z Develops Solutions

- Founded in 2005, approaching 500 apps with millions of downloads
  - Bar-Z has the experience & expertise to be your partner in mobile success!
- Focused on providing innovative mobile solutions for publishers, broadcasters, tourism & economic development organizations, parks & attractions
- Certified Apple iPhone Developer & Registered Android Application Developer
- Professional Turn-Key Solutions
  - Custom branded, white-label apps and responsive design websites
  - Full software platform
  - Cloud-based CMS
  - Dedicated project management
  - Sales & marketing consultations



# Why Go Mobile?

- Delivers useful reference information, official messaging, contact details and a feedback loop to the palm of your users' hands!
- Increases your addressable audience and expands your reach by publishing to the worldwide community. Markets your destination locally and internationally
- Extends your community into digital, creating new communication and revenue opportunities
- Supports your citizens, visitors, local businesses and municipality goals
- Offers everything a user needs in an easy to use format including a city services directory, business & event listings, interpretive content and logistical information
- Offers tailored experiences for different –
  - Areas/Regions
  - Topics – History, Shopping, Nature
  - Audiences – Adults, Kids
  - Foreign Languages
- Creates an environmentally-friendly “Green” guide – eliminating printing, paper waste, shipping carbon footprint, etc.
- Connects with the Technology Generation!



# Bar-Z Full Digital Platform

- Multimedia and interactive Mobile Application & Website Platform
- Provides -
  - Mobile Responsive Design Website
  - Native Apps for iPhone, iPod Touch & iPad Devices
  - Native Apps for Google Android Smartphones & Tablets
- Apps Published on iTunes App Store & Google Play in your developer accounts
- Cloud-based Content Management System (CMS) for data upload, edits & instant content updates
- White label Solution: complete branding & customization to fit your business
- Turnkey Solution: All hosting , O.S. updates, maintenance and annual app refresh for feature upgrades and app repackaging included
- Unique features to support your organization and goals
- Dedicated project management
- 6-8 week turnaround time from kick-off meeting to app launch



# City Portals & Community Guides

- Serve your local population, market to visitors & entice those looking to relocate
- Provides an interactive mobile resource:
  - City Services, Departments, & Facilities
  - Public Transportation Schedules & Routes
  - Report a Concern – Graffiti, Potholes, etc
  - Economic Development & Employment Opportunities
  - Local News, Sports & Weather
  - Civic Events & Community Calendar
  - CVB & Chamber Directories
  - School Districts
  - Municipal Government, Elections & Voting
  - Public Service Announcements

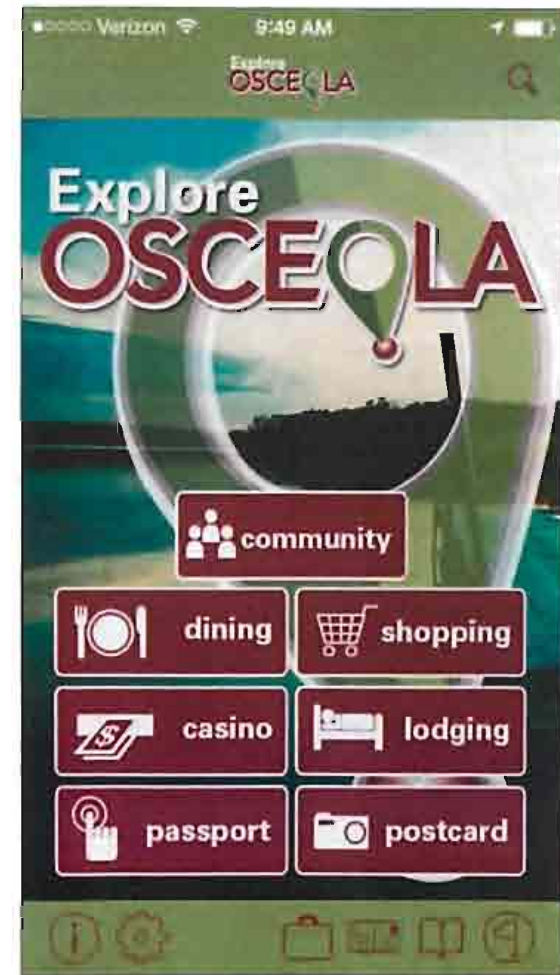


# City & Community Guides



# Destination Downtown & Visitor Guides

- Deliver all the information on what to go see & do for an area
  - Dining Guide
  - Outdoor & Adventure
  - Art & Culture
  - Kids & Families
  - Where to stay & park
- Audiences return for updated content such as editorial picks & new events
- User Interaction
  - Voting on favorite attraction, event, etc
  - Interactive Postcard
  - Passport & Loyalty Cards
  - Social Media Integration
- Partner with an existing publication for built-in audience & add rotating sponsors



# Special Event Apps

- Create an app to highlight a large special event that also doubles as a visitor guide
  - Festivals
  - Major sporting events
  - Conferences
- Completely customize the look & flow of your application to fit your event & audience
- Include specialized information for the event
  - Map of the grounds, parking locations, ticket pick-up
  - Schedule of events
  - List of vendors & sponsors
  - Logistical information
  - Announcements
- Include information to help users plan their visit
  - Where to stay & eat
  - Shopping, leisure & other things to do
- Following the closing of the event, update and rebrand the app as needed





# Bar-Z Full Digital Platform



# Full Suite of Features

- Custom graphics, navigation & branding to fit your unique community & audience
- Support for all types of content –
  - Locations
  - Deals & Coupons
  - Events
  - Articles
  - RSS Feeds
  - Social Media
  - Polls & Voting
  - Push Notifications
- Full Multimedia Listings – Photo galleries, audio & video files, text information & contact details
- Location-based Features – Integrated mapping, turn-by-turn directions & GPS Triggering alerting users of nearby locations, deals & events
- Interactive Features –
  - User Registration Forms
  - Digital Postcards
  - Photo submissions
  - iBeacon Triggering
  - Passport & Loyalty Programs
  - QR Code Scanner
  - “Report It” Feature
- Over 10 ways to Generate Revenue
- Cloud-based CMS to Update Content at Any Time
- Detailed Analytics & Reporting

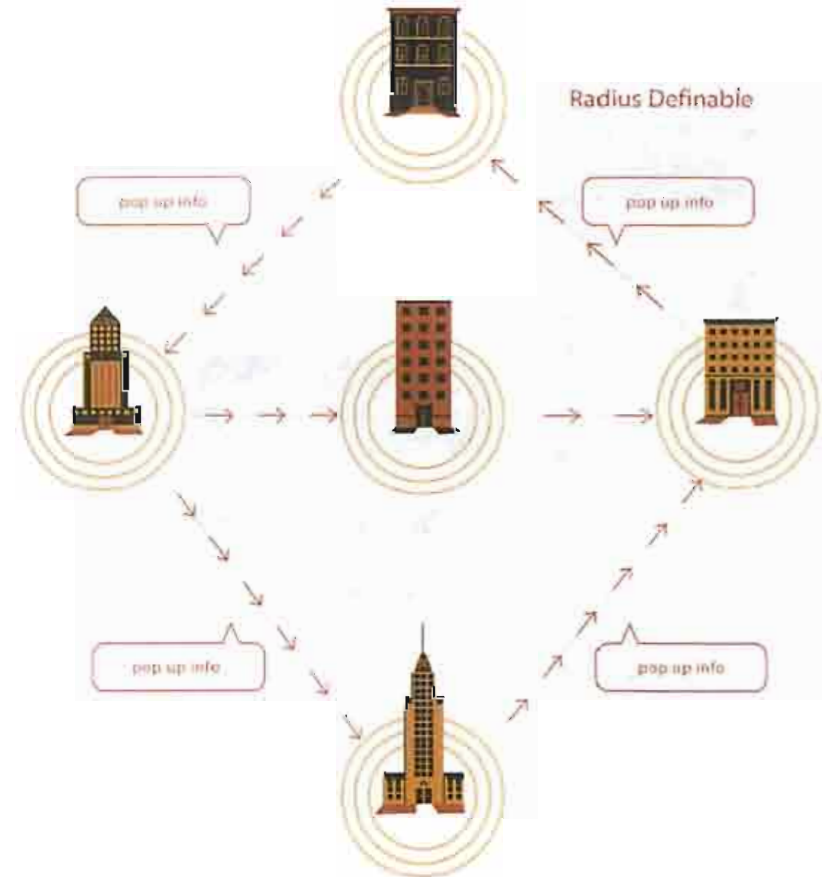
# GPS Triggered Solution

Native apps are GPS-based to offer users location-aware information:

- Where Am I?
- What's Around Me?

Location-based features include:

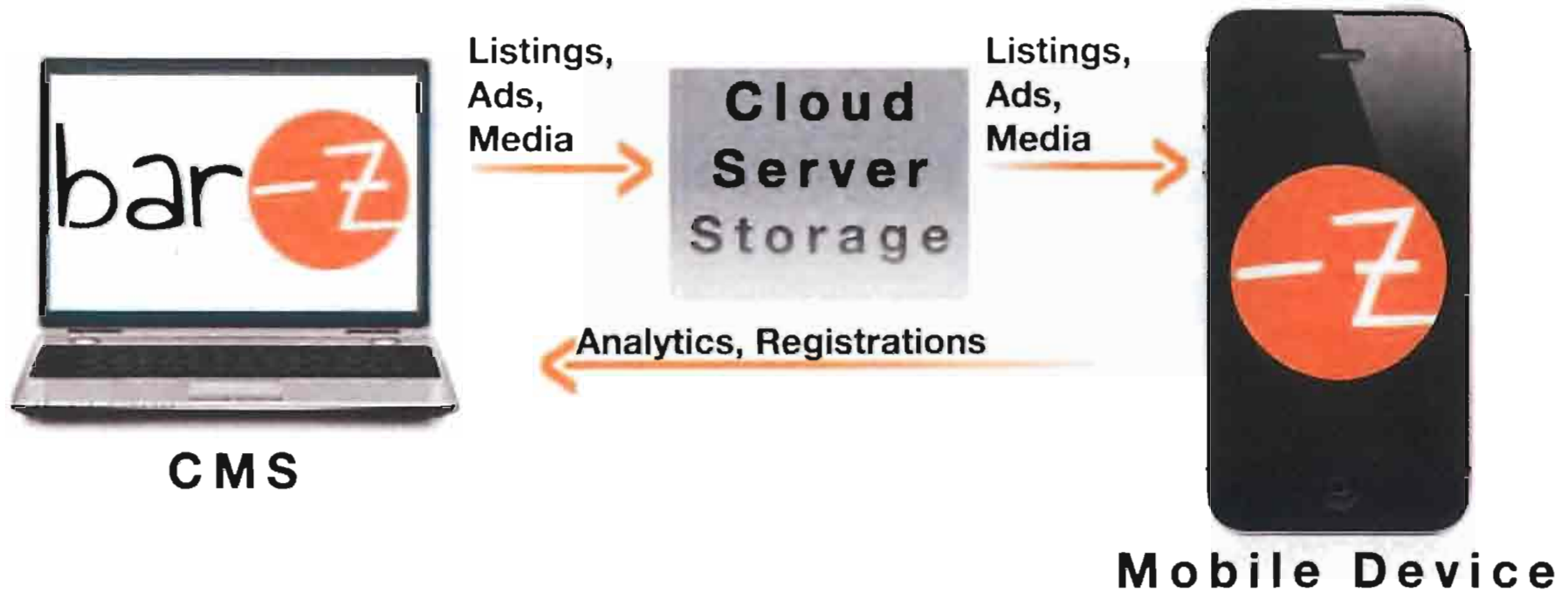
- Dynamic Distance Measurements
- Turn-by-Turn Routing
- GPS Triggering to Alert Users When an app location is Reached
- Customizable "Around Me" feature



# Full Digital Platform Structure



# How the System Works



# Full Digital Platform CMS

- Add Locations, Deals, Events, Feature Articles & Categories
- Include map point with embedded Google map
- Enter Name, Description, & Auxiliary Details in point & click editor
- Upload multimedia
  - Logos & photos (up to 24)
  - Video/audio files
- Customize
  - Triggering options
  - Categories
  - Links items to related item
- Add social media accounts
  - Facebook URL
  - Twitter screen name
- Publish to app or hold in CMS
- Set Expiration Date for sponsored or seasonal listings

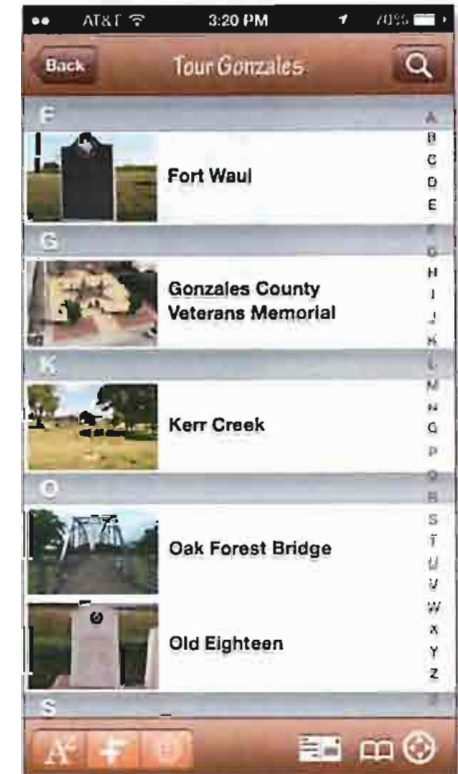


# A Complete Digital Solution



# Location-Based Tours & Trails

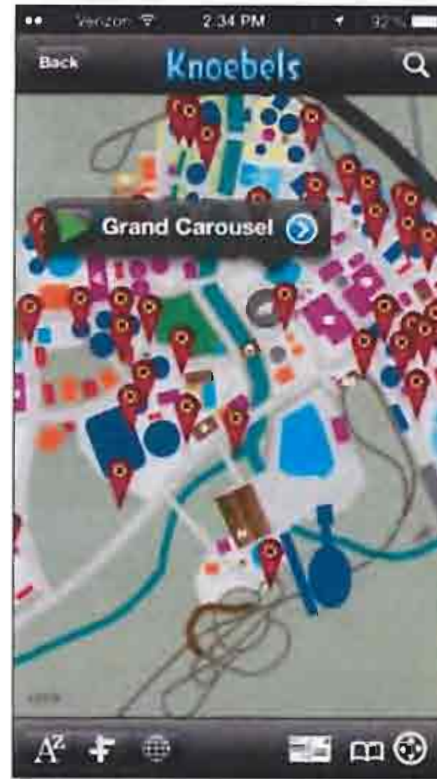
- Supports walking & biking trails or tours
  - Nature trails
  - Downtown walking tours
  - Historical markers, locations or homes
  - Monuments & memorials
- Include points of interest with detailed information and media located along the trail/tour
- Locations trigger automatically using GPS & location-services
- Locations available in a list and on a map
- Work with other community organizations or groups such as a historical society or Main Street group to collect photos and information





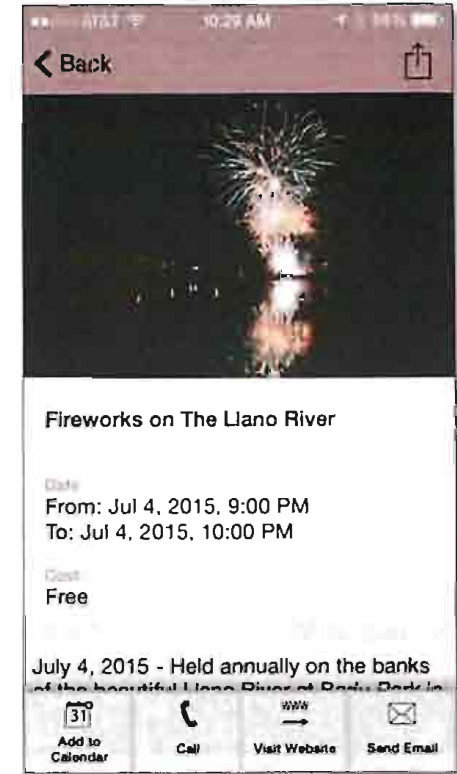
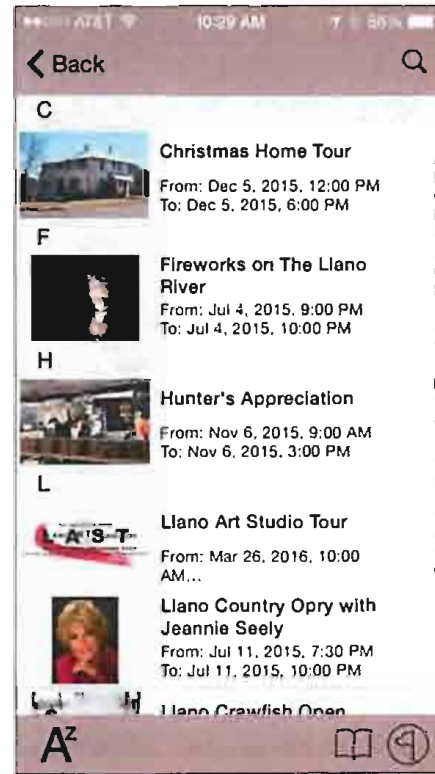
# Integrated Mapping

- Google Maps® & Apple Maps® provide in-app mapping support
- Custom image map layering available for parks, trails & other unique environments
- Zoom in & out; reposition map with swipe of finger
- Locations noted & accessible from map
- User position marked & updated as user travels
- Around Me Feature – Displays nearby locations across app
- Triggering Area in bottom navigation bar updates with numeric badge when locations, events or deals are within range of the user



# Full Media Event Listings

- Events displayed in Chronological Order
- Provides multimedia, text, contact details, mapping, social media links, time/date & cost
- Dynamic – Events are automatically removed from app after end date
- Sortable – Users can sort and filter events by date, location, tags or alphabetical listing
- Add to Calendar – Users can easily add the event to their Smartphone calendar from the app or the app bookmarks



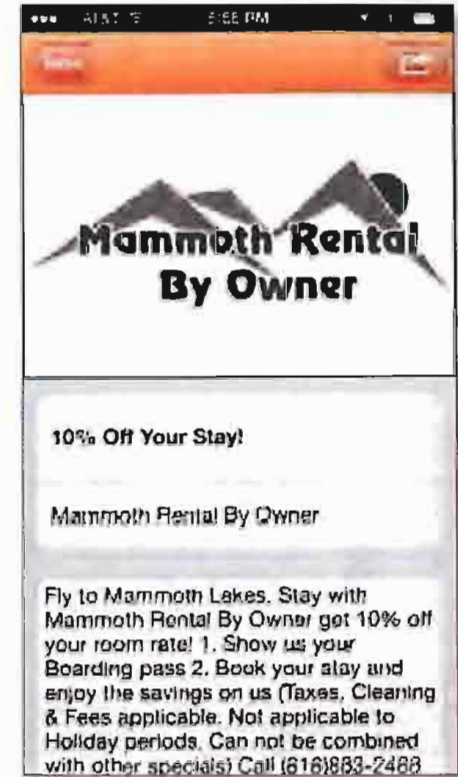
# Social Media Integration

- Connect with Users through Social Media
  - Users can “Like” your organization on Facebook and “Follow” you on Twitter
  - Facebook & Twitter accounts can be added for all items
    - Locations, Events, Deals
  - Users can share information from the app to their friends & family via social media
    - Twitter “tweets”
    - Facebook Status Updates
    - Email



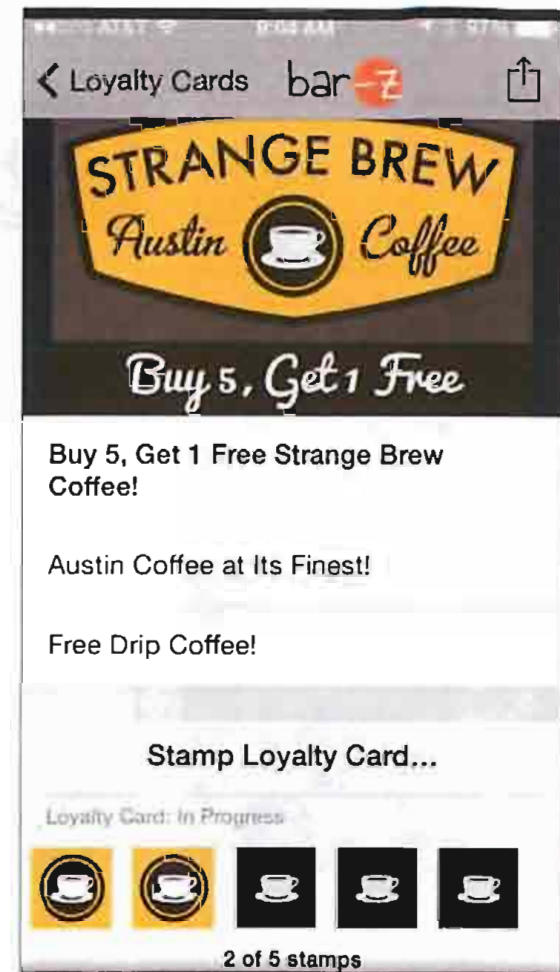
# Deals & Coupons

- Deal & Coupon Listings
  - Use for promotional offers, coupons, happy hours, lunch specials, etc.
  - Redeemable Coupon Option – Redeem based on number of days
  - Lists Deals in Chronological Order
  - Info includes all Event details & media options
  - Users can sort Deals by A-Z, Nearest & Date
  - Dynamic – Deals are automatically removed after end date



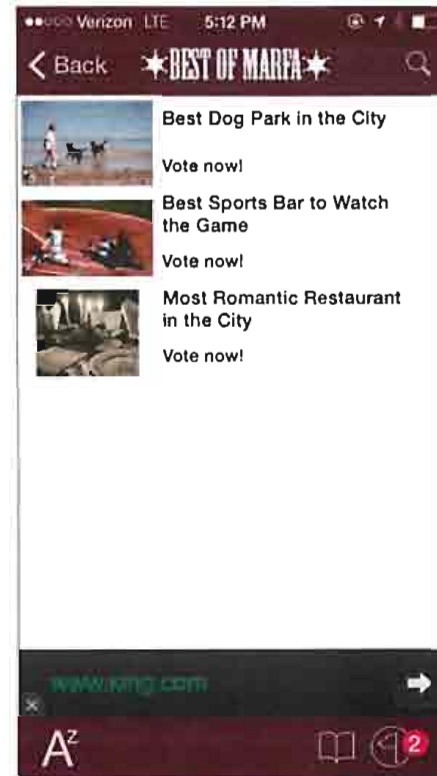
# Passport & Loyalty Programs

- A customized loyalty & exploration mechanism
- Akin to a real-world Passport, frequent visitor card, loyalty program card, etc.
- Apps can include any number of unique loyalty cards with custom programs, graphics and redemption parameters
- The user visits and/or purchases at participating locations & receives 'stamps' on their loyalty card
- Add it to your app as an optional enhancement to –
  - Create an interactive component for users
  - Earn additional revenue selling this feature to local businesses
  - Encourage repeat use of your app
  - Increase business at participating locations, helping community businesses to thrive



# Polls, Voting & Contests

- Engage users & encourage audience retention
  - What is the best dog park in the city?
  - What is the best sports bar to watch the big game?
  - What is the most romantic restaurant?
- Completely flexible with custom text, images & nominees
- Supports multiple contests & polls in the same app
- Add new polls or change existing ones at any time via the CMS

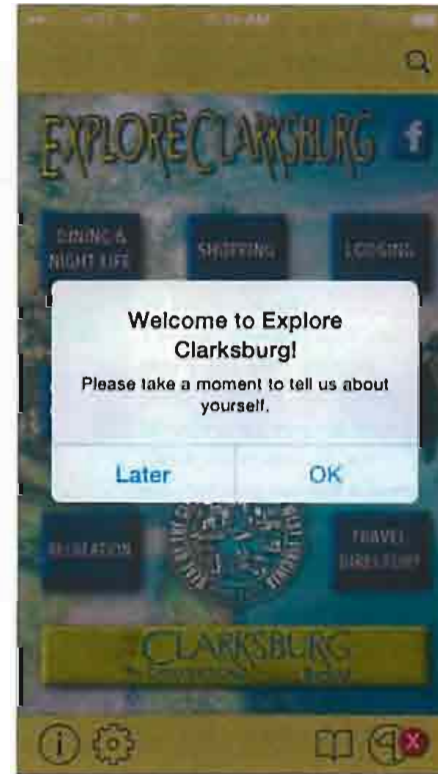


# Digital Postcard Feature



# Registration Forms

- Collect user information for email newsletters, contests, etc.
- Completely customizable to your desired text, field labels, formats and what's required for submission
- Placement upon app launch and/or under a button
- Pop-up Text Prompts user to fill out form
- Export info from Media Server in CSV, XML or JSON formats

A screenshot of the registration form within the app. The form is displayed on a yellow background with a 'Cancel' button on the top left and a 'Submit' button on the top right. The form fields include: 'Name:', 'Email:', 'Where are you from?\*', and 'Reason for visit?\*', where the asterisk indicates required data. Below the fields, there is a note: 'Required data is indicated by the red title.' and a privacy statement: 'Explore Clarksburg will not share your information with anyone.' At the bottom of the form, there are two buttons: 'Clear Form' and 'Submit Form'.



# Bookmark Feature

- Users can bookmark locations, features, events and deals for future reference
- Acts as an itinerary builder of what to see and do while in your area
- Bookmarks add button is in “action” button at top of listings
- Access Bookmarks from bottom navigation bar
- Bookmarks can be sorted by alpha or type



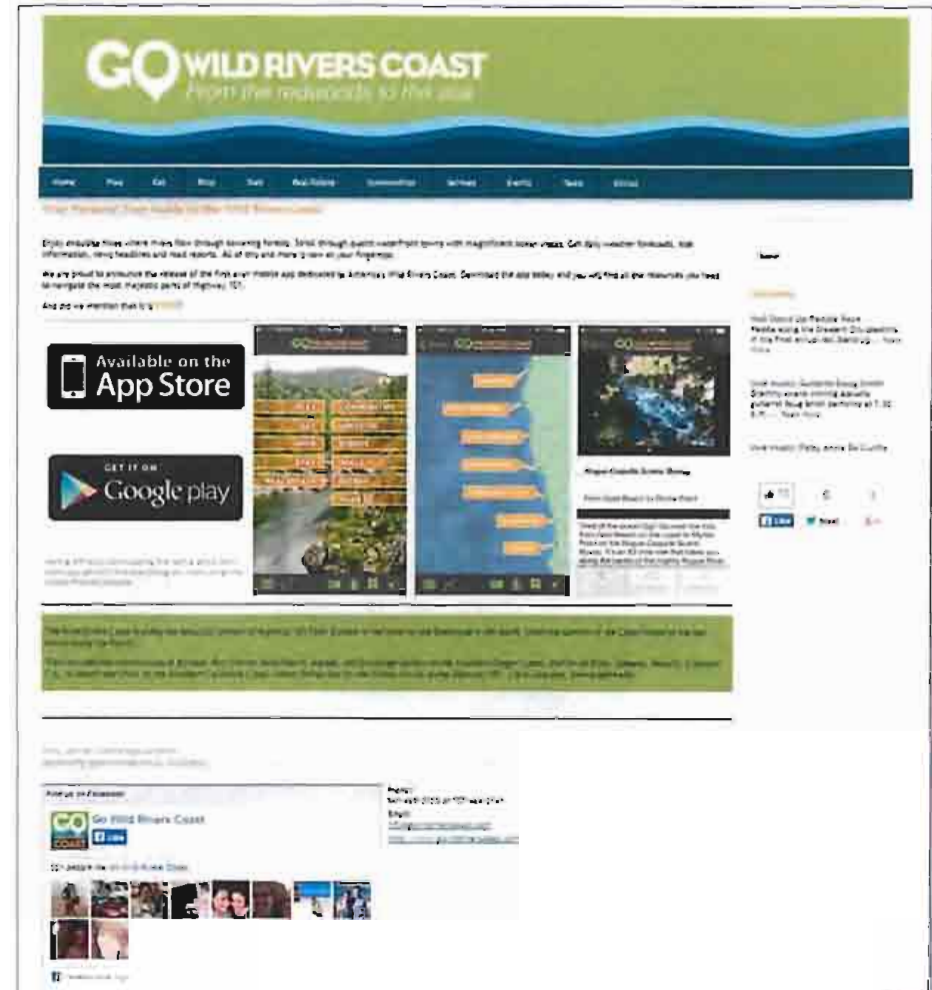
# Push Notifications

- Allows you to send out short “tweet-style” notification messages to app users
- Users are prompted to opt-in to receive push notifications
- Notifications are sent when app is open, minimized or closed
- Users dismiss notification after viewing
- BarZ server software to create messages and push to app



# Responsive Design Web

- Responsive Design Website to deliver a unified message to all audiences, regardless of device
- Customized Layout & Navigation
- Library of Bar-Z Web Layouts to choose from & customized options available
- Supports all media types
- SEO Enhanced
- Social Media Integration
- RSS feeds & content integration from secondary sources
  - Newsletter Sign-up
  - News Feeds
- Supports client-side CSS & HTML customization as desired



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*This sample website was customized by the client*

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*This sample website was customized by the client*



# Custom Graphics & Navigation

- Completely customize the look & flow of your application to fit your business, branding & information
- Custom Home Screens can be formatted with ANY layout
- Buttons link to secondary navigation, different areas of app content, external URLs, phone numbers or email addresses
- We program each app with customized –
  - Home screen & secondary navigational screens
  - Navigation bar color, logos & icons
  - Branded splash screens
  - Background wallpaper



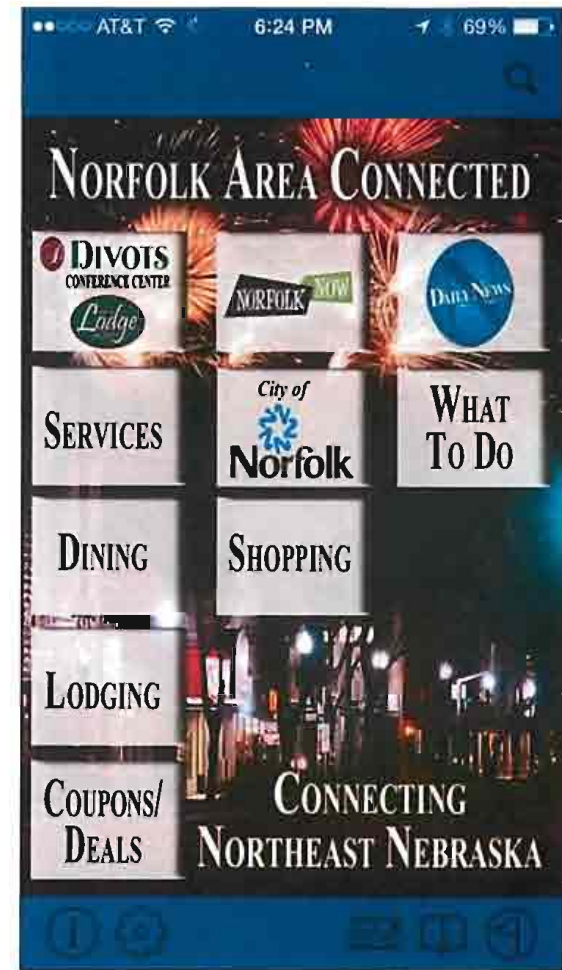
# Custom Graphics & Navigation

Completely customize the look & flow of your application to fit your data & branding



# Drive & Retain Audiences

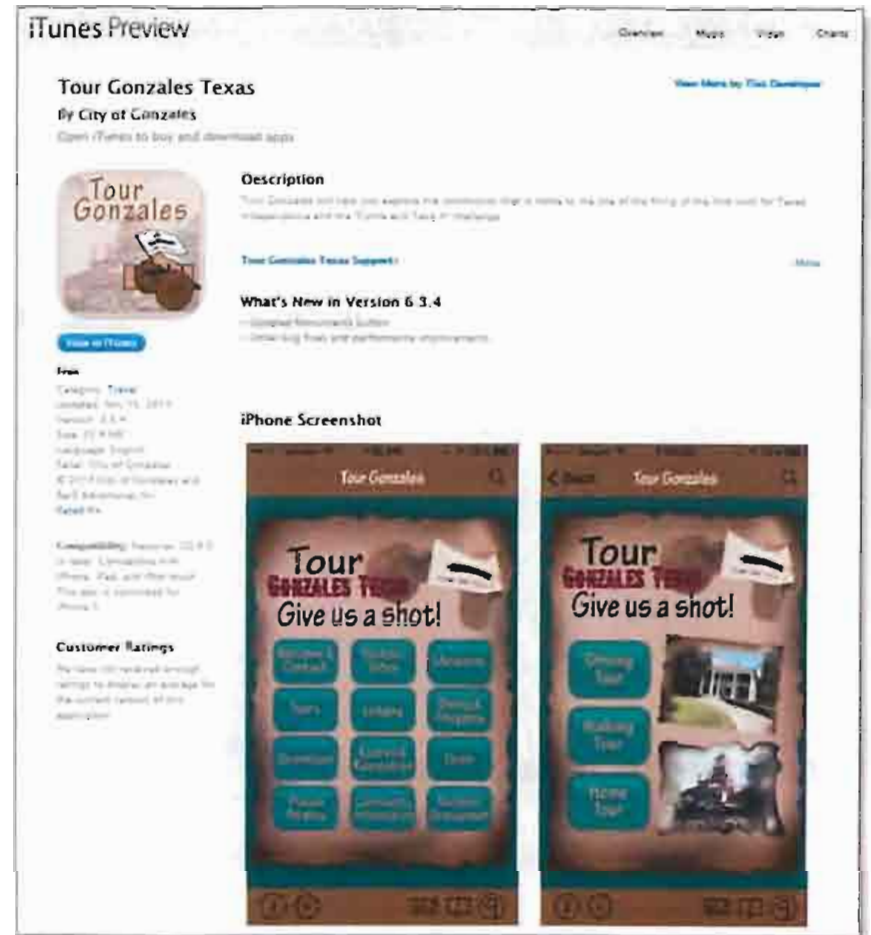
- The Key is Adding New Content!
- Partner with the “Town Fathers” – they help market the app to their audiences & submit content
  - CVB, Chamber, City Depts, Downtown Associations, Economic Development, Colleges, Major shopping malls, historical societies, etc.
- Partner with local festivals or big events, creating the “Official App” of the event
- Rotating “Community Spotlight”
  - Highlight different topics, groups or types of businesses with updated articles
- Expand beyond mere listings to providing sample itineraries for different topics: family fun Saturday, road trips, romantic weekend
- Run Contests through out the year





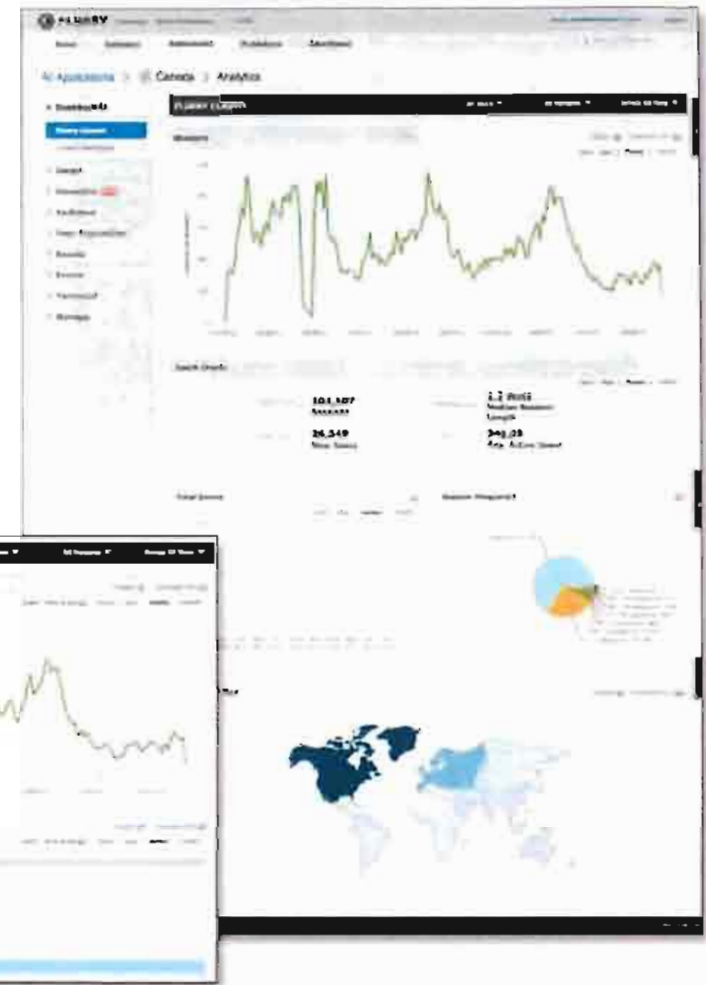
# Customized App Store Listings

- Published in your accounts
- You determine the content;  
We handle the administration
  - App Name & Abbreviation
  - App Icons
  - App description & listing info
  - Screenshots of your app content
  - Selling Price: Free or Charged
  - Keywords
  - Promotional graphics and videos
- BarZ can provide work-for-hire graphic design services for app artwork if desired



# Advanced Analytics & Reports

- Apps & responsive website analytics provided to help you gauge app & marketing success
- Determine user interests for future content updates & report to advertisers
- Analyze all types of app activity!
  - User Demographics
  - Viewing POIs, Videos, Events
  - Session Length
  - Frequency of Use



# App Marketing

- Bar-Z provides marketing consults & resources
- Start with your app name & app store marketing
  - Search for associated key words to see competition by other apps
  - Intuitive name, traditional spelling
- Explore partnerships with community organizations & events
  - Chambers, visitor centers, festivals, CVB, colleges
  - Feature their locations' or events within the app in exchange for marketing & advertising to their audiences
- Signage
  - Window decals or table tents at participating businesses
  - Signs for visitor centers or airports
- Outdoor & promotional advertising
  - Billboards or Airport Advertising
  - Promo items at events



# App Marketing

- Bar-Z provides marketing consults & resources
- Website & Digital Promotion
  - Promote on your preexisting app and website or create a new web property for your app brand
  - Create a promotional page on your website with hyperlinked badges to the app store listings
  - Social Media, Blogs, E-newsletters & YouTube
  - Cross-promote on your mobile site or other apps
  - Use a SMS short code service to text out the app links
- Print Advertisements & Collateral
  - Newspaper & magazine ads
  - Brochures & rack Cards
  - Inserts & flyers in bank statements or utility bills

**IN THE KNOW ON THE GO**  
A FREE mobile App  
**KIL(GO)RE** CITY OF STARS for downtown Kilgore  
Get "Go KilGOre"  
ENHANCE YOUR DOWNTOWN EXPERIENCE!  
• Sector Mapping  
• Electronic Directory  
• Neighborhood Photos  
• Routing Function  
LOCAL FEATURES:  
• Weekly Promotions that help you save a little.  
• Event Alerts  
• Local Business Listings  
• Historical Walking Tour  
• Local History  
GET "Go KilGOre" TODAY!  
Available on the App Store | Available on Google Play  
KILGOREMAINSTREET.COM

Sneek Peak the Big Nac Music Festival Line up  
**Nac 360**  
VIEW VIDEOS OF FEATURED BANDS  
Click on Big Nac 2015 Lineup Under the Big Nac Button  
DOWNLOAD NOW  
Nac 360 Now Available FREE! Online at DailyCentral.com or on iPhone & Android App Stores.  
The Daily Sentinel

Everybody's Talking About Going Wild! Click here  
**GO WILD MOBILE APP**  
Your Personal Tour Guide to the Wild Rivers Coast

# Service Level Options - 2015

Choose the Perfect Service Level for Your Project & Expand As Needed	Go	Explore	Discover	Enterprise
White Label Native iPhone App	✓	✓	✓	✓
White Label Native Android App	✓	✓	✓	✓
Bar-Z Full Digital Platform & Service	✓	✓	✓	✓
Responsive Design Website *		Included	Included	Included
Number of POI Locations	50	150	400	Unlimited
Annual Software License	\$5,000/year or \$500/mo	\$7,500/year or \$750/mo	\$10,000/year or \$1,000/mo	\$15,000/year or \$1,500/mo
One-Time Fees	+ \$995 Initial Set-up Fee			
Optional Add-On: Passport/Loyalty Card	+ \$2,500/Year or \$250/mo	+ \$3,750/Year or \$375/mo	+ \$5,000/Year or \$500/mo	+ \$7,500/Year or \$750/mo
Optional Add-On: iPad Optimized App Published in iPad App Store	+ \$995 One-Time Set-up Fee			
Multiyear discounts	Available upon request			

\* Bar-Z provides template options for the website included with the standard software license fees. Any custom programming for web development may incur additional fees.

# Sample Member Rate Card

Service Level	Feature Set	Pricing
Basic Listing	Includes:	Determine Based on Your Market
	<ul style="list-style-type: none"> <li>• Name</li> <li>• Address</li> <li>• Phone Number</li> <li>• Brief Text Description</li> <li>• Social Media &amp; Email Share Button</li> <li>• Assign to 1 Category or Package</li> </ul>	Free
Enhanced Listing	Basic Features PLUS:	
	<ul style="list-style-type: none"> <li>• Photo or Image</li> <li>• Website URL</li> <li>• Email Address</li> <li>• Map Point</li> <li>• Turn-by-Turn Routing</li> <li>• Extended Text Description</li> <li>• Assign to up to 3 Categories or Packages</li> </ul>	\$XX.XX per Listing per Month or Year
	<ul style="list-style-type: none"> <li>• Video or Audio File</li> <li>• Unlimited Event Listings</li> <li>• Unlimited Deal Listings</li> <li>• Facebook "Like" &amp; Twitter "Follow" Links</li> <li>• Image Gallery up to 24 Images</li> </ul>	

# Sample ROI Calculator

Basic – Enhanced Tiered Listing Sales	# of Businesses	Rate/mo.	Total Revenue/mo	X 12	Total New Revenue/Year
Basic Listing	All Businesses	Free	N/A	12	N/A
<b>Discover</b> Level Enhanced Listings	400	\$2.08/mo	+ \$25.00/mo	12	+ \$10,000/year
OR					
<b>Enterprise</b> Level Enhanced Listings	1500	\$0.83/mo	+ \$10.00/mo	12	+ \$15,000/year
Banner Ads	# of Ads	Up-sell Rate/mo.	Total Revenue/mo	X 12 Months	Total New Revenue
Example	10	\$10/mo	+ \$100/mo	x 12	\$1,200/year
Interstitial or Splash Page Ads	# of Ads	Rate/mo.	Total Revenue/mo	X 12 Months	Total New Revenue
Example	10	\$20	+ \$200/mo	X 12	\$2,400/year
<b>Partnership</b>			\$2,500 - \$3,750/year		
<b>Title App Sponsor</b>			\$1,500- \$3,000/year		

# Opportunities to Fund Your Project

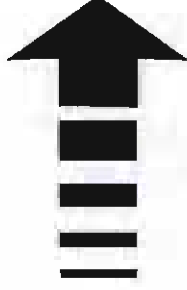
The Bar-Z platform provides a variety of ways to enable app partnerships, co-branding and sponsorships to help your organization underwrite app development & maintenance costs

- Partnerships - Work with another organization such as the city, a major festival or event, local publication, historical society or college to co-brand the app & include information for each group in different sections
- Feature & Premium Listings – Charge businesses to be listed first in a section as a “Featured” listing, or upsell businesses to have a premium listing that includes video/audio files, gallery images & Facebook/Twitter links
- “App within an App” – Partner with an area attraction or group to have a special section within your app with unique branding & navigation
- “Submit a Photo” Frame & Postcard Sponsorship – Use co-branding to honor sponsorship of the interactive photo & postcard features
- Banner & Interstitial Ads – Sell your own ads to local businesses or use the integrated Ad Network to display ads in your app for passive income



# “App within an App”

A special section within the app created for a specific business or group. Different colors, branding and navigation can be created to differentiate this section from the overall app.



# Branded Postcard Sponsorships



# Partners, Sponsorship & Co-Branding

- General app sponsorships can be used to underwrite a large portion of the app cost.
- Custom graphics & navigation allows you to honor this sponsorship in multiple ways.
- Co-brand your app with a partner. Each organization can feature their own content & branding



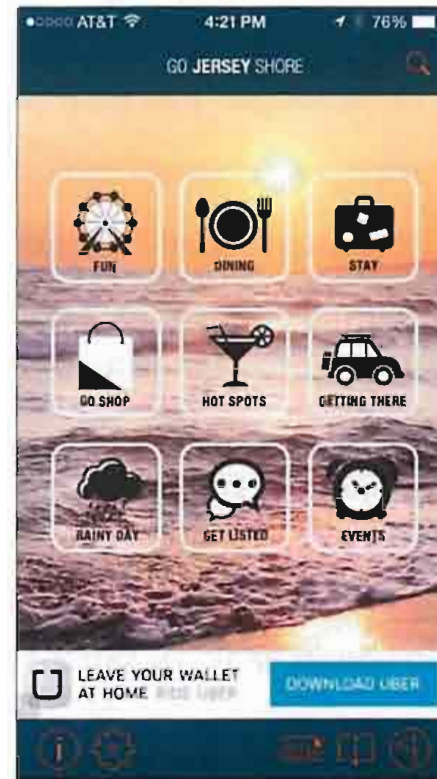
# Co-Branding

- Co-brand your app with a partner
- Each organization can feature its own content & branding
- Logos of both partners can appear on custom screens, postcards or other



# Banner & Interstitial Ads

- Banner ads
  - top or Bottom Ad
  - Custom Ads and/or Opt-in to Ad Networks
- Full screen interstitial ads
  - Graphics & HTML5 format
  - Can include animation and multiple clickable areas
- Schedule ads to display across app for percentages of time or for x number of impressions
- Ads click through to specific URL landing pages
- Admob or DFP Console to upload, schedule and review ad statistics



# Why Bar-Z?

- **Experience:** 10 Years experience in creating innovative digital & mobile products & services – Veterans in this industry – We understand Mobile!
  - Focused on providing solutions for publishers – We understand your business!
- **Enterprise Level Support:** Dedicated Project Managers
  - Hands-on training & incremental project meetings to meet launch deadlines
  - Primary & secondary project manager back-ups – You will always have a person to call directly for answers and assistance!
- **One-Stop Shop:** Full Turn-Key Solutions – Data entry & imports, graphic design services, video production, app maintenance, hosting and more are all available to get your project accomplished!
- **Innovation:** Continual Product Enhancements – We are always adding new features & system improvements based on customer feedback to keep your solution cutting-edge!
- **Flexibility:** Flexible Payment Options, Optional Features – We can work with you to meet your needs!
- **Quick Turnaround:** Using our platform we can get your solution live in a matter of weeks!
- **You Are in Control:** You decide the navigation, look/feel and options to include – It is YOUR solution!  
Add , delete & edit content at any time in the CMS
  - Reiterative Development Process – See your project being built from the ground-up to offer feedback for changes along the way!
- **Proven Success:** Over 99% success rates with app store approval– We ensure your apps are launched!  
With multiple revenue drivers & ad sales tools our clients have earned 6x ROI!