



Ahoyo - A Smartphone Strategy

Smartphone Industry Pulse, August 2009 reported that News and Reference applications are the most frequently used applications AND have the highest retention rate of any class of Smartphone application. Applications that fit this profile are very attractive to advertising publishers due to their usage profiles.

The Ahoyo Mobile Application Framework is a content and media aggregator built to fast track your iPhone and Android presence into the market, maintaining a consistent brand image across devices.



Ahoyo built applications are turnkey solutions driven by your pre-existing content. Ahoyo will take data from a wide range of your pre-existing digital assets and sources such as RSS and ATOM Feeds, Youtube channels and searches, Flickr and Picasa streams, aggregating them into a consistent format for presentation on a variety of devices. Ahoyo is unique in that the applications can be managed after being installed on clients devices.



The Smartphone Landscape

Ahoyo currently supports the Apple iPhone and Android clients with other platforms due Q1 2010. All smartphone clients will run using the exactly same configuration, with changes being immediately reflected on the users phones without the need to re-submit the applications for approval.



Smartphones sales are estimated to be approximately 20% of the mobile device market in 2009, of these the current leader in the smartphone handset market is not the iPhone, Symbian powered phones have the market share.

With the introduction of the open Android mobile operating system, it is our opinion that the market taken by the non-smartphone segment will start to gain Smartphone functionality through Android being present on these devices.

Ahoyo can adapt and publish to new devices as they are released to market, without the need for clients to invest in custom development and comprehensive testing. Ahoyo's platform will do the work for you.



Ahoyo - Out of the Box Experience

An Ahoyo solution covers a broad range of features that are required by a majority of applications, allowing for rapid deployment of tested applications. Here are some of the great features that Ahoyo gives you straight out of the gate.

News

Pull in all of the data from multiple blogs and RSS feeds to keep your users up to date with your latest news.

Video

The Ahoyo media view displays videos from multiple YouTube searches and accounts to display your media directly in the smartphone client.

Social Media

Combine multiple Twitter accounts and searches to generate the very latest in real time information and opinion from the worlds best social media

Chat

Ahoyo applications have chat baked in to allow your users to get to know each other better. Best of all, chat spills over into your user's Twitter accounts giving you and your brand greater reach and interaction.

Images

Supply galleries from Flickr accounts, searches and Picasa feeds.

Plus many more great features. There is even a micro CMS built in to allow you to generate content that only your Smartphone audience can see.



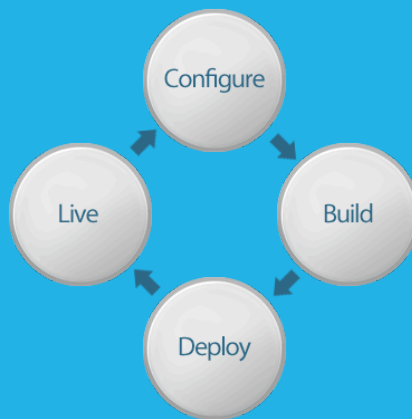
Why Choose Ahoyo?

An Ahoyo solution covers a broad range of features that are required by a majority of applications, allowing for rapid deployment of tested applications. Ahoyo's framework provides the following benefits:

- * Rapid Development and Deployment of an Application
- * Tested Applications - the framework comes from a single tested code base reducing the need for clients to test their applications.
- * Fixes to the code-base will be rolled out to all applications if required.
- * Enhancements to infrastructure are rolled out across all applications.
- * Support for new devices can be introduced to all users of the system.
- * Ahoyo doesn't have large lead-times and development time for your applications: once your application is configured, we deploy your application the same day in to the App Store.
- * We are unique in the turnkey space in that we aggregate all of your data from your existing sources. Other turnkey solutions have a custom CMS that you have to learn, train your staff and pay licensing fees for, in order to get data into the system.
- * The Ahoyo system allows new preexisting data sources to be added in real-time and likewise, superfluous feeds removed.



Ahoyo Application Lifecycle



Step 1 - Configure

Ahoyo has a management interface that allows complete control of your application. Ahoyo allows you to configure your data and how it is displayed on the Smartphone clients.

Step 2 - Build

Ahoyo will build the application and prepare it for deployment, this includes testing the basic configuration on the handset to ensure that it is configured correctly.

Step 3 - Deploy

In every instances Ahoyo will deploy the application into the App store of the Android Marketplace and manage the process of acceptance.

Step 4 - Live

Ahoyo is unique in the turn-key application market in that you have the ability to dramatically change the configuration of the application without it requiring a re-submit into the market place, thus ensuring that your application is as up to date as possible with as little impact to the user-base.



Get in Touch

Ahoyo is a small start-up with two developers: Paul Kinlan and Jon Paul Davies. Feel free to get in touch to discuss your smartphone strategy.

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