

# Lithium Mobile

## Mobilize Your Customer Network



Want to engage with your customers wherever they are? 200 million people will buy smart phones this year, and they are looking for compelling content that's built for the mobile world. Lithium Mobile provides the first customer community platform that's optimized for web-enabled mobile devices.

Now you can:

- Promote sales by letting customers browse and ask questions in enthusiast forums when they're in a retail store, getting ready to buy.
- Build connections by inviting customers to participate in mobile promotions that create sustained engagement with your brand.
- Support customers who are away from their PCs, with knowledge base articles that they can search and read on smaller screens.

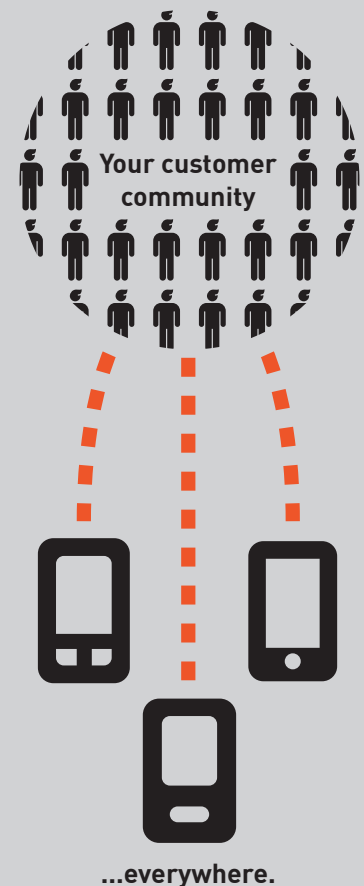
A thriving community generates buzz and activity that keeps customers coming back to your site, and Lithium Mobile gives them that activity on the go.



## Customer Community on Any Device at Any Time

You wouldn't turn customers away from a store based on what kind of phone they're carrying. Likewise, your community needs to be open to all of your customers. With Lithium Mobile, there's no application to install, so anyone with a browser can come right in. Whatever device your customers use, they'll enjoy the experience through a fast, convenient interface that feels native.

All the compelling features of a customer community are available. Users can read and participate in forums, submit and vote on ideas, read and comment on blogs, and explore the community's Tribal Knowledge Base. Subscriptions, hot discussions, and conversations where the user is active are just a click away. And, users can search everything in the community from any screen.



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## Key Features and Benefits

**Auto Device Detection:** The Lithium platform automatically distinguishes between mobile and PC browser access, so mobile users see an optimized experience as soon as they visit the site, without installing or submitting anything.

**Single Column Vertical Scrolling:** The interface is clean and uncluttered, with finger-friendly buttons that provide easy access to customer community applications and conversations. Since it's designed for mobile, there's no zooming or lateral scrolling.

**Search with Auto-Complete:** Customers can dive right into the information they want through search, with an auto-complete that recommends most appropriate keywords, reducing the number of clicks required.

**User Dashboard:** Customers can easily change and update their preferences through a mobile user dashboard that also gives them single-click access to content they're subscribed to, and to any conversation where they're a participant.

**Selectable Front Page:** Customers can choose what content they see on their front page, so they can stay engaged with the parts of the community that are most interesting to them.

**Desktop Version Integration:** Desktop PC users can see which content has been submitted from a mobile device, inviting them to try the mobile version themselves.

**Brand Customizability:** You can adapt the interface to reflect your brand's logo, colors, and styles, so the site always feels like home, even when customers are on the go.

## Now is the Time

For the past 10 years, we've all heard that next year will be the year for the mobile Internet. Finally, next year has arrived. Global smart phone shipments have doubled in three years. The iPhone is the fastest growing consumer electronics product in history. About 33% of mobile consumers are already accessing social networking sites through their phones, with 10% of all social network interactions now occurring through mobile devices. If you want persistent customer engagement, you need to join in with a mobile presence that is dynamic, compelling, and easy to engage with. With Lithium Mobile, you can mobilize your customer network.

## Optimized for:



Sony Ericsson



## To Learn More

For additional information about Lithium or to request a demonstration, please contact your Lithium Sales consultant or visit [lithium.com](http://lithium.com).

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