

mCARD Comparison Chart

| | Business Card | mCARD | Comparing a Business Card with mCARD |
|--------------------------|---------------|-------|---|
| Contact Information | Y | Y | Contact information is standard with mCARD |
| Directions | Y | Y | Navigation & Manual Directions are standard with mCARD |
| Company Info | Y | Y | Write what is important without worry about space with mCARD |
| Marketing | Y | Y | SMS Marketing is Tomorrow's Marketing Strategy Today |
| Reservations | Y & N | Y | Create appointment, reservations or reminders with ease |
| Coupon/Offerings | | Y | A 'coupon' screen is the perfect solution for consumers to find all current offerings |
| Blog Feeds | | Y | A 'RSS' feed screen is the quickest way to stay in contact with your clients and potential clients |
| Photo Gallery | | Y | A 'photo gallery' page can show off new products and services |
| Ability to Call | | Y | Auto dial is standard with mCARD. |
| Easily Shared | | Y | Sharing mCARD is 3 simple steps |
| Product Listing | | Y | A 'listing' page is ideal for lists of products, services or menu items. |
| eCommerce | | Y | An 'eCommerce' page brings convenience to the consumer and profit to the business |
| Video/youtube | | Y | A 'video' page lets your products and service shine and easily shared |
| eBook | | Y | An 'eBook' page comes complete with a built-in reader |
| Social Networking | | Y | Adding a 'Social Networking' page keeps the buzz alive |
| Custom Functions | | Y | Customize your mCARD for powerful results |
| Create MM Database | | Y | Create your mobile database each time your mCARD is downloaded or shared |
| Effortless Communication | | Y | Business cards are easily lost or passed on to someone else. With mCARD clients and potential clients can text, email, visit or call you with a simple command. |
| Alerts | | Y | Alerts can act as alarm clocks for events or promotions ending. |
| Calendar | | Y | Let consumers find you with the mCARD calendar feature |
| Cost Per Card | \$.02 | \$.04 | Based on premium business cards ordered |
| SMS Blasts | | Y | Send SMS blast to your mobile database anytime and anywhere. |

