

iPad

The Magic Touch



MEDIA KUBE

WALT DISNEY
RECORDS


HICKORY FARMS

TOYS "R" US

kinko's

KitchenAid®


Whirlpool

 Electrolux

PET SMART

SONY®

 MOTOROLA



EPILEPSY
FOUNDATION®



BILL & MELINDA
GATES *foundation*

AzSRC

Arizona Society for Respiratory Care



SMART PHONES



TABLETS



DESKTOPS



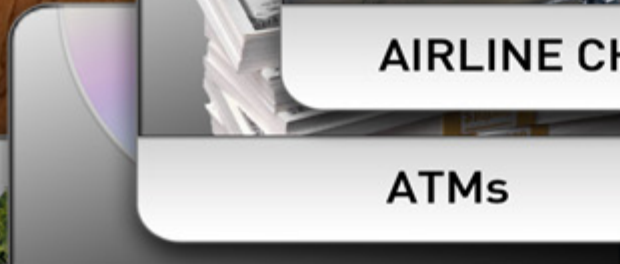
PERIPHERALS



AIRLINE CHECK-IN



ATMs



MOVIE RENTAL



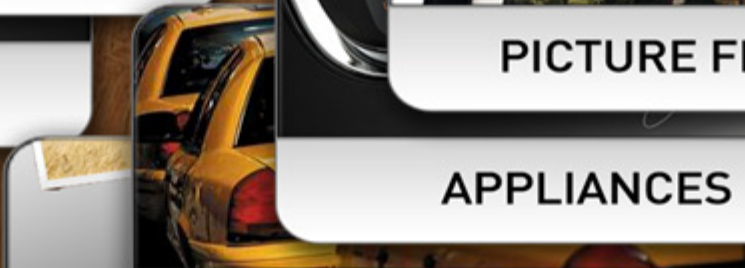
SELF CHECK-OUT



PICTURE FRAMES



APPLIANCES



TAXI CABS

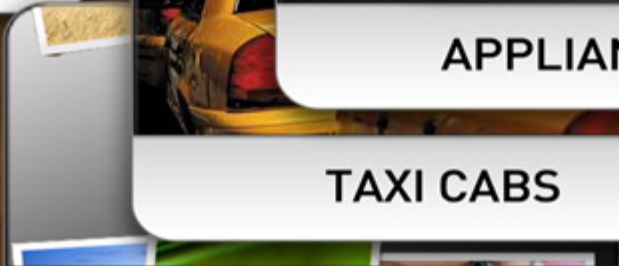


PHOTO PRINTING

Off-the-shelf Apps

AMA

JIT Training Videos

EventBrite

LinkedIn

Facebook

SalesForce

Custom Apps

Conferences

Marketing/Comm

Reference

Games

eLearning

The mind boggles!

Key Planning Points



1. Consistency
2. Communication
3. Clarity

1. Consistency

Users want to save time, not waste it

Minimize the learning curve

Web > Training > Social > Mobile

2. Communication

Don't deploy and disengage

Solicit member input (early and often)

Be transparent, enabling, engaged

3. Clarity

Do a few things well

Have a clear concept

Connect with experts

iPad



Thank you!



MEDIA KUBE

brian@mediakube.com 480-563-6047