

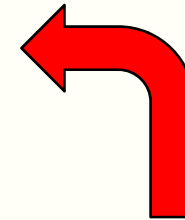
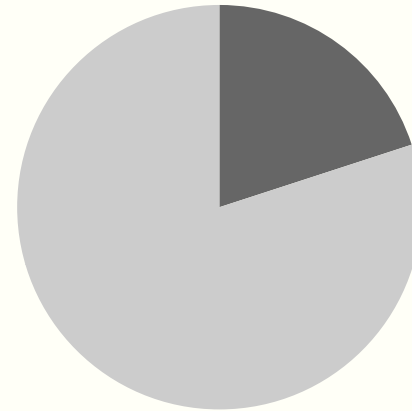


The Changing Face of User Input on Mobile Devices

User Input Future

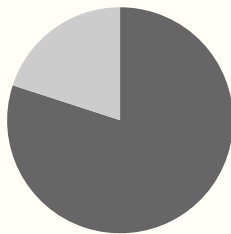
(widespread adoption of mobile Internet and advanced mobile apps/data services)

- Text and Numbers
- Commands



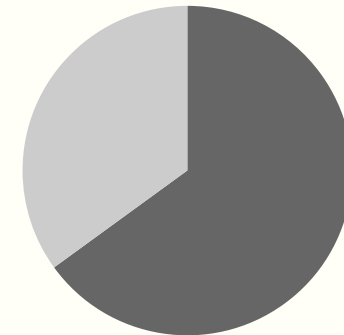
User Input before 2008

(before adoption of mobile Internet and advanced mobile data services)



User Input Today

(early stage of adoption of mobile Internet and advanced mobile data services)



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Note: text and command percentages are estimates



Command v. Text Entry

- The mobile Internet and advanced mobile apps and data services require the user to enter “commands” over text entry as an increasingly high percentage of user input – particularly for immersive apps/data services
- Simple examples of commands
 - Camera: snap, zoom +/-, flash on/off, focus, upload, ...
 - Game: move left/right, pass, shoot, block, new player, player attributes, ...
 - Browsing: home, refresh, new tab, zoom +/-, bookmark, favorites, ...
 - Browsing (new): pre-packaged and user-made “tabbed” website “playlists”
 - Social apps: locate/poke a friend, upload photo, send video clip, ...
 - Music: shuffle, replay, stop, download, sync, ...
 - Application: application-specific commands
 - Movies/TV: play, stop, fast forward, rewind, pause, zoom +/-, ...
- On PCs, users enter commands to control applications primarily using command/task bars with pull-down menus that are accessed using a cursor and mouse – but *command bars and pull-down menus cannot work on mobile devices for the simple reason that the screens are too small*



Command Entry is Effortless using the Neokeys Interface

- We make command entry effortless for the user for any application
- We make it easy for application developers and operators to code a wide set of commands into their apps that are easy for the user, regardless of screen dimensions
- Only NeoKeys creates a physical keypad system with commands on the keypad offering a single pattern of use across all applications, media and services
 - leaving unimpeded view of high value content on the upper screen
 - and creating a complete integration of the device/software/Web
- Result: easy and fast adoption across all demographic groups of a broad spectrum of immersive mobile applications and the mobile Internet



No Other System Addresses the Command Entry Issue

- Phones with physical buttons (either a 12 key numeric keypad with directional pad and soft keys, or a mini-QWERTY keypad with directional pad and soft keys)
 - These require all commands to appear on the main screen of the device
 - These dedicate 30% to 50%+ of the surface of the phone to numeric/text oriented keys that (1) do not generate revenue and (2) do not make anything easy except numeric and limited text entry
- Phones with touchscreens make up a growing segment
 - These require all commands to appear on the main screen of the device, limited the scope and number of commands to a simplistic level (and/or providing additional command entry through rotation of the device)
 - These sometimes also include physical keys for numeric and text entry
 - Fundamentally, touchscreens require users to stop everything they are doing, look specifically at the user interface on the display (taking their eyes off the high value content), and press very carefully on a specific spot on the touchscreen – the antithesis of mobility.



The Neokeys Interface

A User Interface Ecosystem that is critical to the mobile Internet and next generation mobile data services

- NeoKeys is a patented user interface ecosystem
- It enables the entire mobile industry
 - the user
 - the device manufacturer
 - the operator
 - the application developer community
 - the content/media/web companies

to move to widespread adoption of the full mobile Internet and immersive mobile apps/data services and applications by making app “command” entry effortless

- Learn more at www.neokeys.com
 - Multimedia presentations
 - Website text is translated into 8 languages
 - White papers and more on the pressroom page



About Yuvee

- Yuvee:
 - develops and licenses advanced user interfaces and related device designs that make the mobile Internet and advanced mobile apps/data services effortless and immersive
 - provides consulting services on user interface and innovation practices
- Contact:
 - Tim Higginson at (847) 962-1623 or tim@yuvee.com
- Learn more:
 - www.yuvee.com and www.neokeys.com