



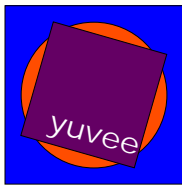
NeoKeys[®]

Your life à la mode.

NeoKeys QWERTY Form Factor



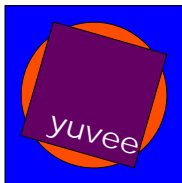
Slide To Reveal
A Smarter QWERTY...



The NeoKeys Interface:

The beauty and power of a single pattern of use and dynamic displays integrated with physical keys





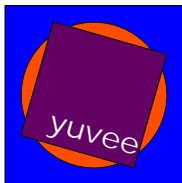
The NeoKeys Interface: How it works for TEXT entry

A set of keys to enter letters, numbers, punctuation, etc.

A set of keys to switch the middle array between letters, numbers, punctuation, text editing commands, etc.

A set of keys to switch among sets of letters, punctuation, numbers, etc.

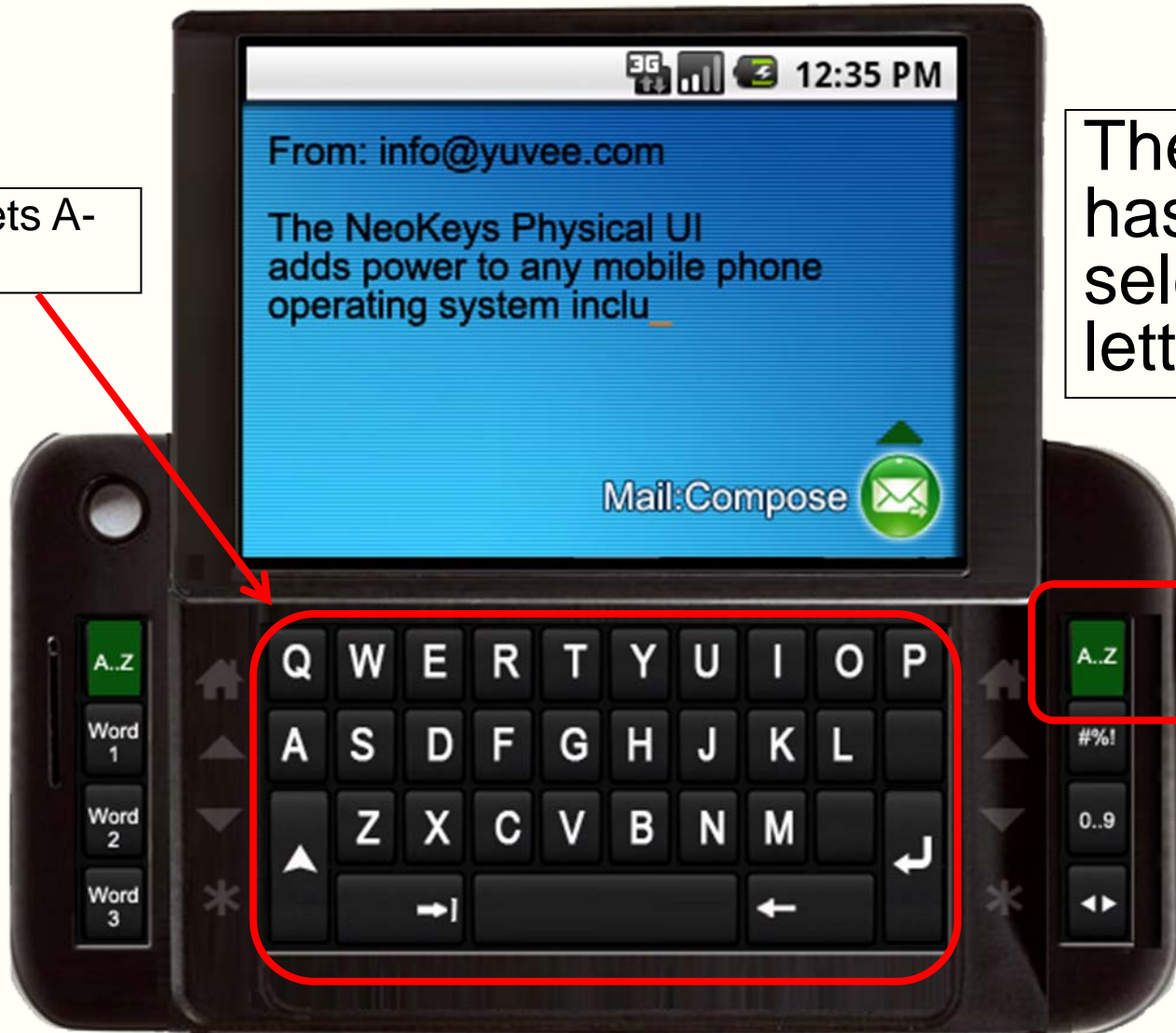


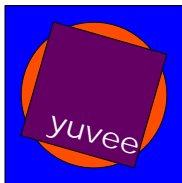


The NeoKeys Interface: Entering LETTERS

The user gets A-Z letters

The user has selected letters

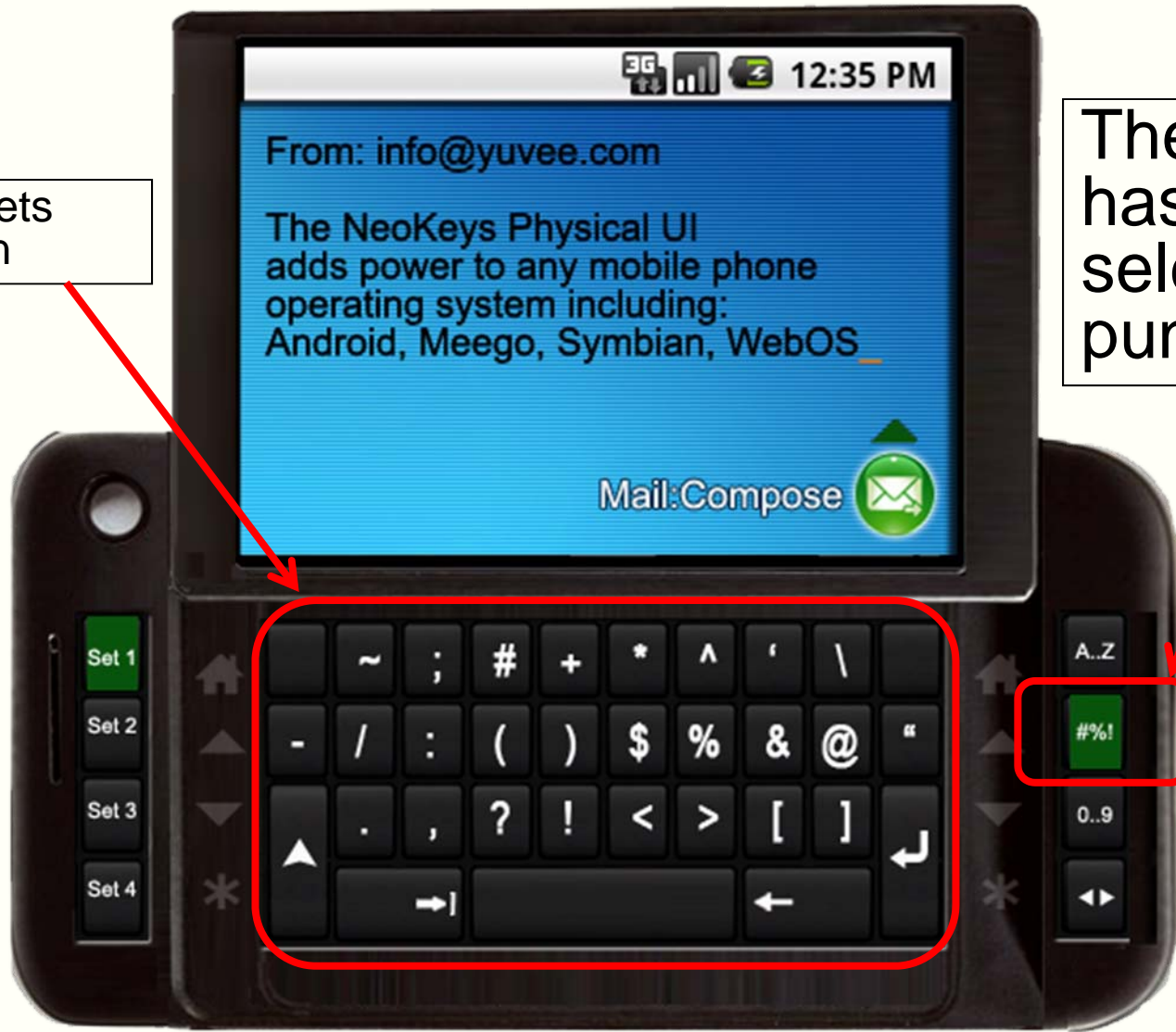


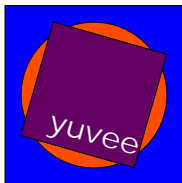


The NeoKeys Interface: Entering Punctuation/Emoticons

The user gets punctuation

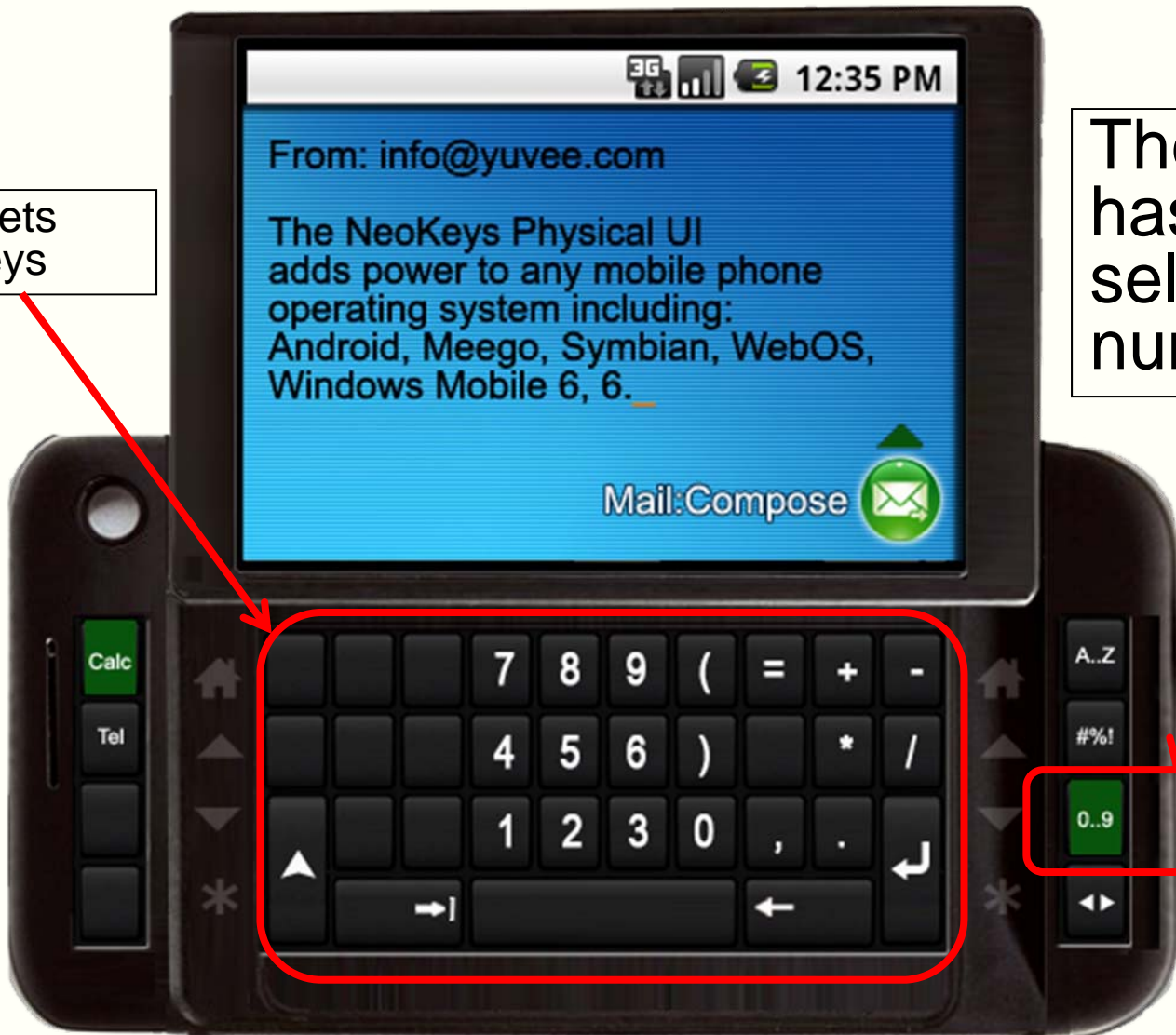
The user has selected punctuation



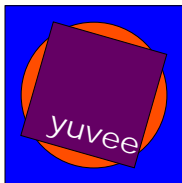


The NeoKeys Interface: Entering Numbers

The user gets
numeric keys

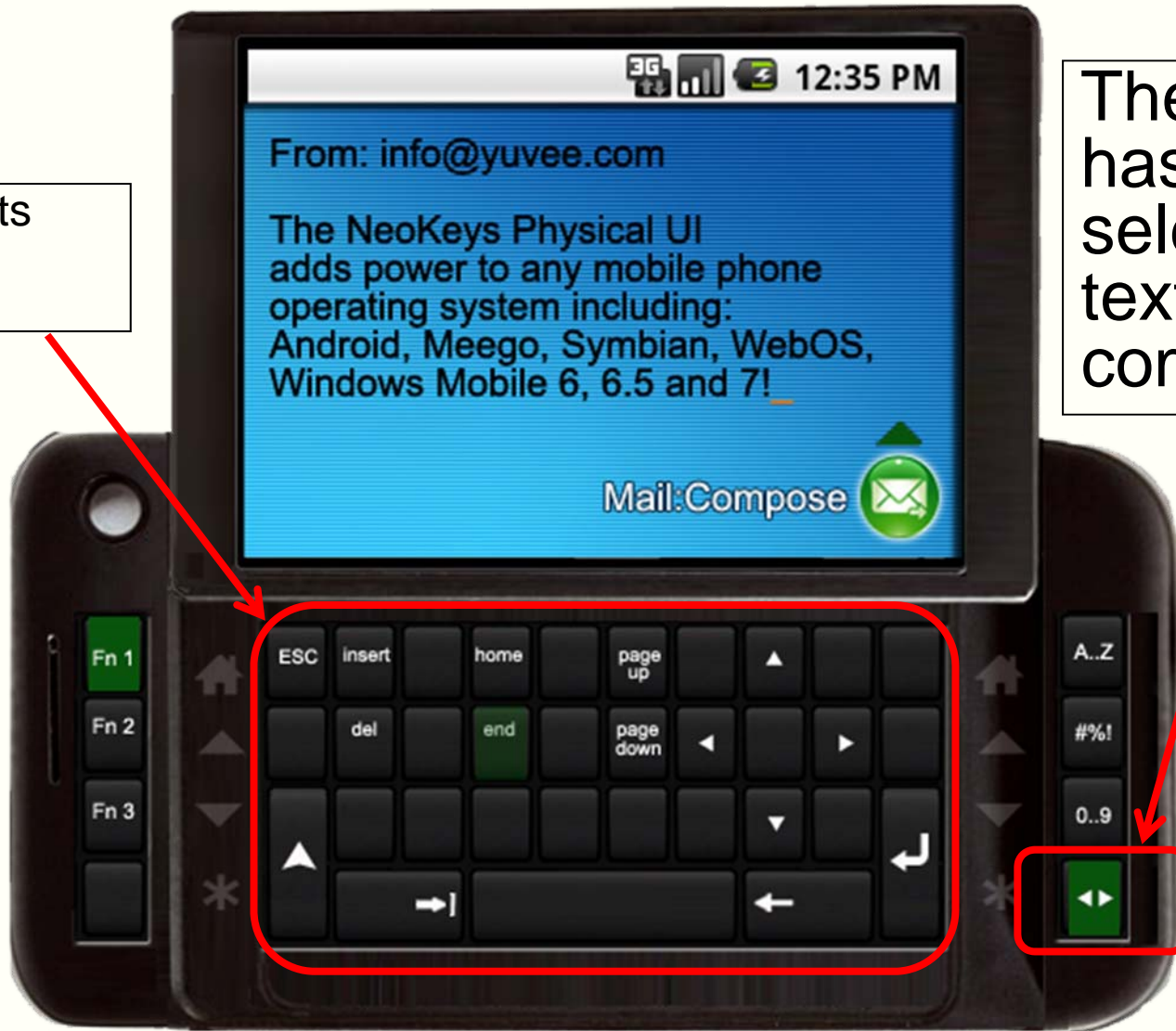


The user
has
selected
numbers



The NeoKeys Interface: Entering text commands

The user gets text editing commands

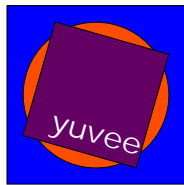


The user has selected text editing commands

The NeoKeys Interface And Much More...

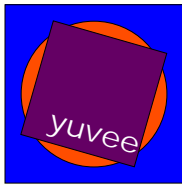
Transform from
QWERTY-Form to the revolutionary
NEO-Form in an instant





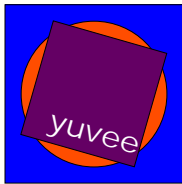
Faster, Easier, More Complete **Text** Entry

- Faster and easier text entry, with fewer errors
 - Usability testing of the NeoKeys UI quantitatively substantiates
 - Faster text entry
 - Fewer keystrokes
 - Fewer errors
 - Usability testing of the NeoKeys UI qualitatively substantiates
 - User show a high willingness to switch to the NeoKeys UI
 - Users learn it to a high degree of proficiency almost immediately
 - Users rank it very easy to use
- Better and more complete text entry
 - Every part of a full PC keyboard, each with its own dedicated key
- Any language, in full (alphabet, accented letters, Asian characters, punctuation, symbols, emoticons, etc.), shows on the keypad, as selected by the user
 - Perfect for Asia market text entry
 - Perfect for multi-language business environments, such as Europe



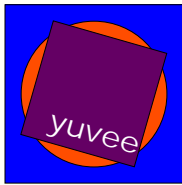
Lower Cost of Production

- With the Neokeys interface, one production run applies globally
- No labeling of keys at time of production for each separate language market segment



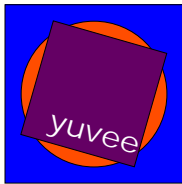
Learn more about NeoKeys UI

- Visit www.neokeys.com
 - Multimedia presentations
 - How the NeoKeys UI works for commands, text, numeric entry
 - How the NeoKeys UI enables next generation mobile devices better than any other device UI
 - Mobile apps, mobile Web – mobile lifestyles and business
 - Phone design and features
 - Unified user experience across device categories
 - non-QWERTY implementation examples
 - Form factor examples
 - Brochures, white papers, press releases, usability studies, engineering studies, ...
 - Text is translated in 8 languages
 - Patent information



White Papers

- Related “White Paper” Slide Decks
 - Richness+Simplicity: The Holy Grail of Mobile UI
 - Yuvee - Mobile User Experience Conference – UX Designers Den Slides
 - Monetizing the Keypad Real Estate on Mobile Devices
 - The Changing Face of User Input on Mobile Devices
 - Compound versus Elemental Devices – New Mobile Device Market Strategies
 - The Incredible Shrinking Search Results Page
 - Dynamic Keypads: Terminology
 - The non-Subscriber Revenue Imperative – ROI on Telecom Network CapEx
- Download these from
 - Links from the “info room” page at www.yuvee.com/prWhitePapers.php
 - www.slideshare.net and www.scribd.com
 - Tim Higginson’s profile on www.linkedin.com
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About Yuvee

- Yuvee
 - develops and licenses advanced user interfaces and related whole device designs for mobile and converged contexts that make the next generation mobile and converged lifestyle effortless and immersive, including the mobile Web and apps
 - provides advisory services in multiple areas relating to mobile and converged devices including
 - differentiated, physical and graphical user interface design
 - mobile and converged device design
 - innovation management processes (“IMP”) optimization
- Contact
 - Tim Higginson at (847) 962-1623 or info@yuvee.com
 - www.yuvee.com

NeoKeys™ at a glance

- One keypad, infinite modes
- Launch anything with a scroll and a click
- Every mode has its own dedicated suite of keys
- Every application made more compelling, fast and easy
- The beauty of real buttons + dynamic displays

www.neokeys.com

For more information, call 847.380.2092
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