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When Mobile Marketing Gets Social

Jacob Møller, CEO

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About Kiloo

- Founded in 2000 and located in Aarhus, Denmark.
- Employs 13-15 people and has shown steady growth since 2001.
- Based in DK and UK with representation in the US
- Awarded ’One of Denmark's Fastest Growing Private Companies’ in 2007.
- Privately funded. Backed by the Danish VC FIRMAINVEST A/S.
- Focused on developing and distributing high-quality branded mobile content across all mobile platforms.
- As of 2009 Kiloo consists of three branches; Kiloo Games, Kiloo Distribution and Kiloo Media.

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Our partners...

20th Century Fox, MegaBrands, Marvel, Mattel, Warner, Eidos, Commodore Gaming, Nordisk Film, NDS, Turner Broadcasting, Danish Broadcasting Corporation, Hands-On Mobile, Walt Disney Internet Group and Electronic Arts.



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When Mobile Marketing Gets Social

An imaginary story on how mobile technology can be used in the near future.

A day at Roskilde Festival 2011.

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Just arrived at Roskilde Festival 2011...



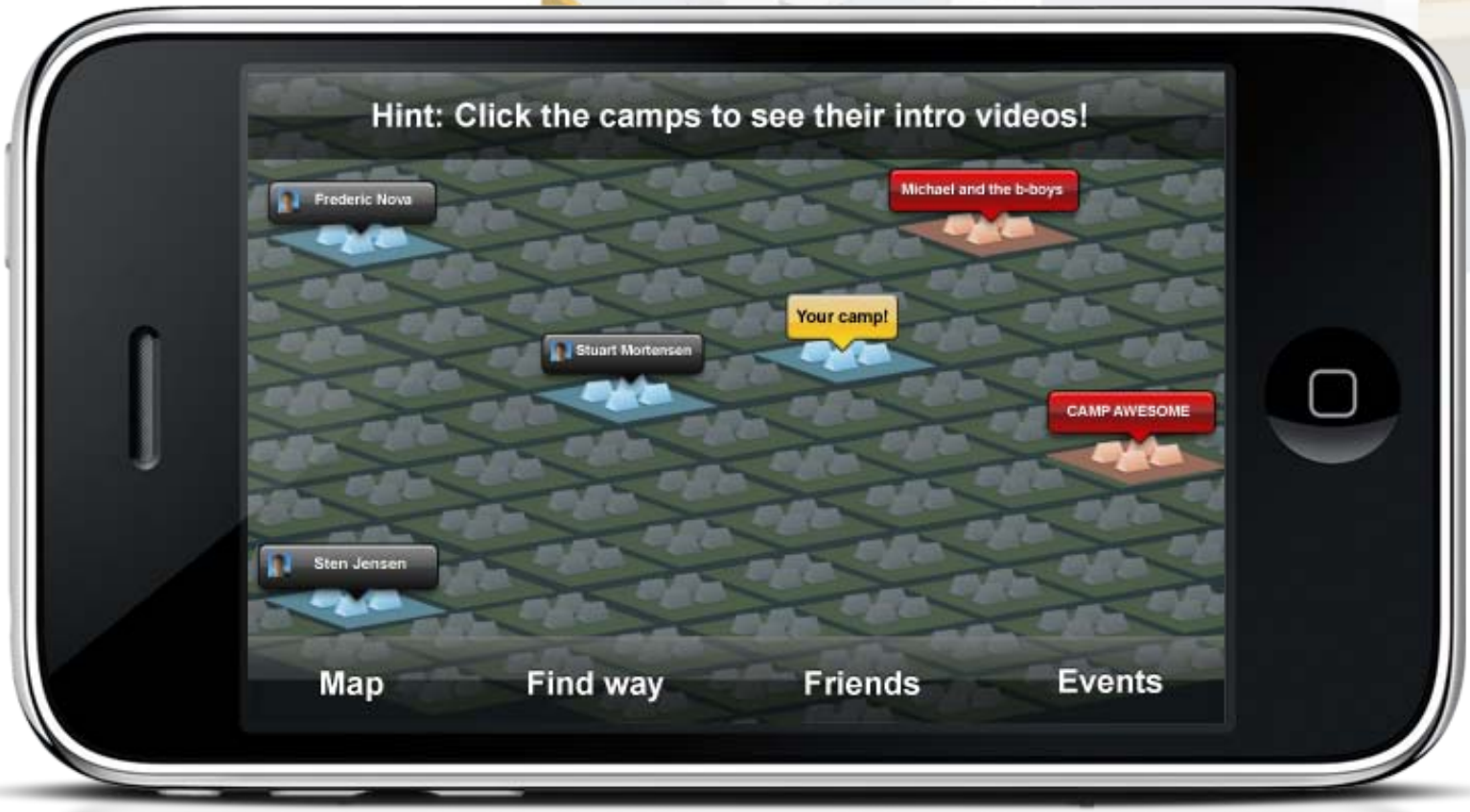
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Wow... My friends are here!



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Zooming out to see whats going on...



What’s happening in ’Camp Awesome’?



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Connecting me and my friends!



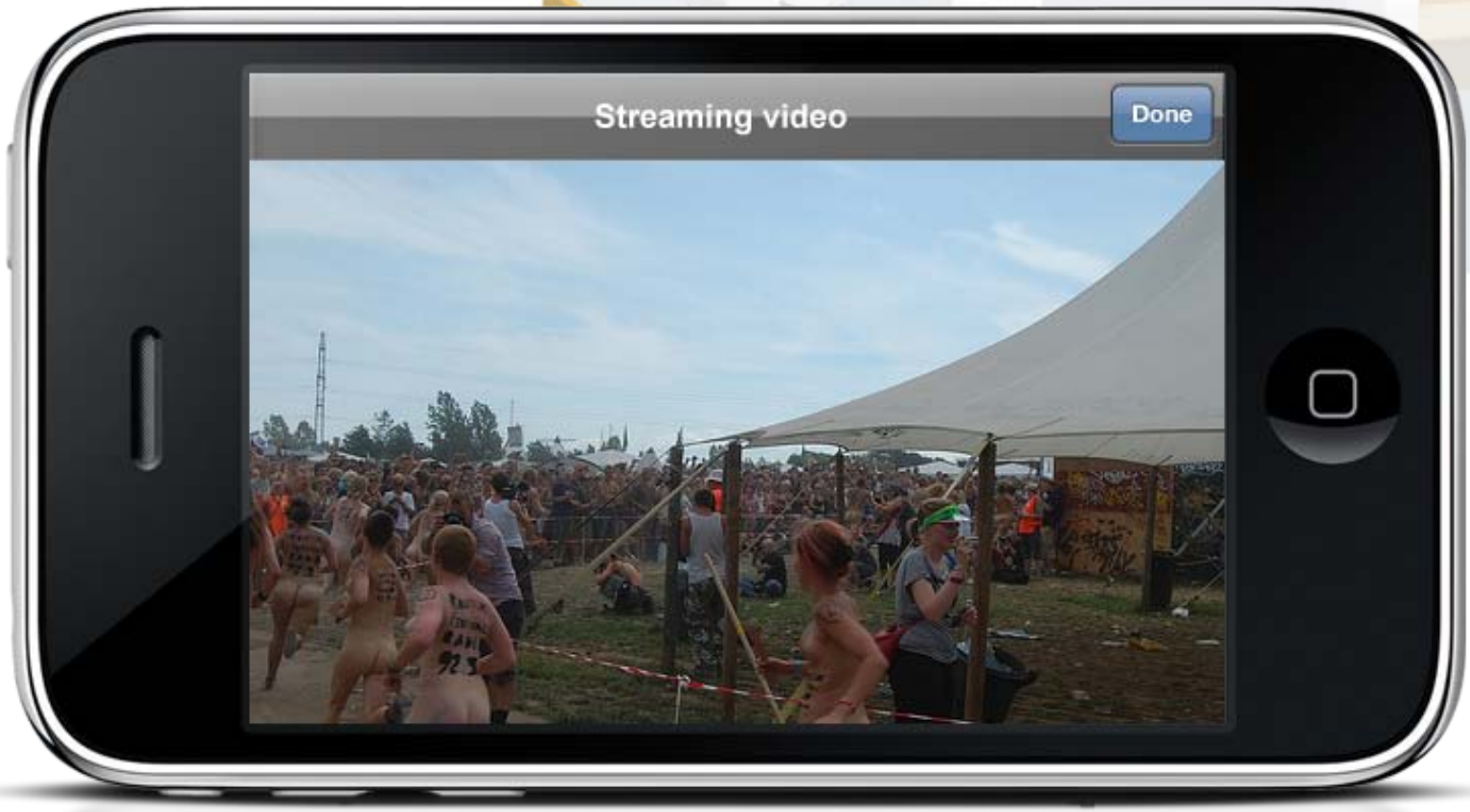
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On our way to ’Camp Awesome’...



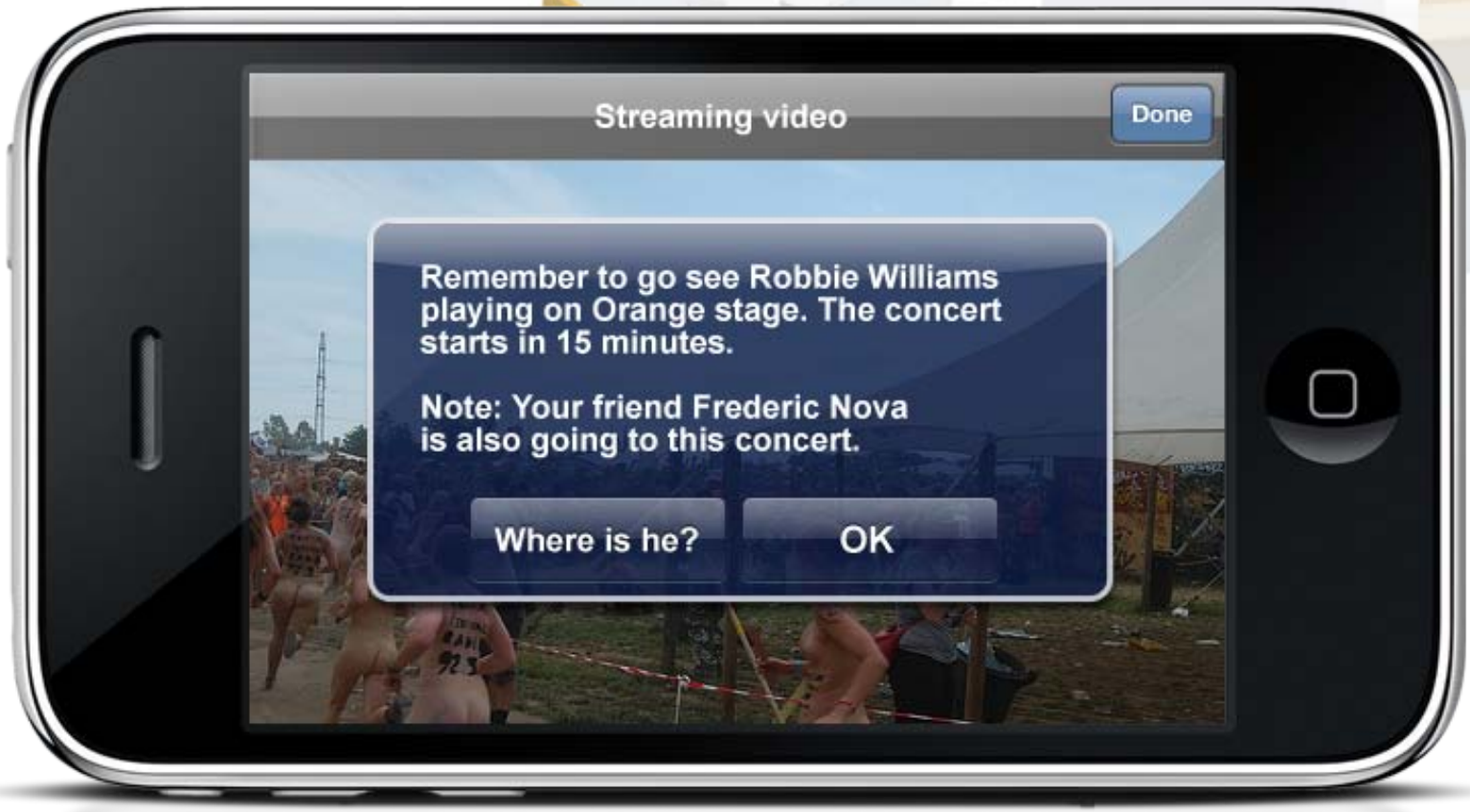
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What!? Nude people running? Need to broadcast to all my friends!



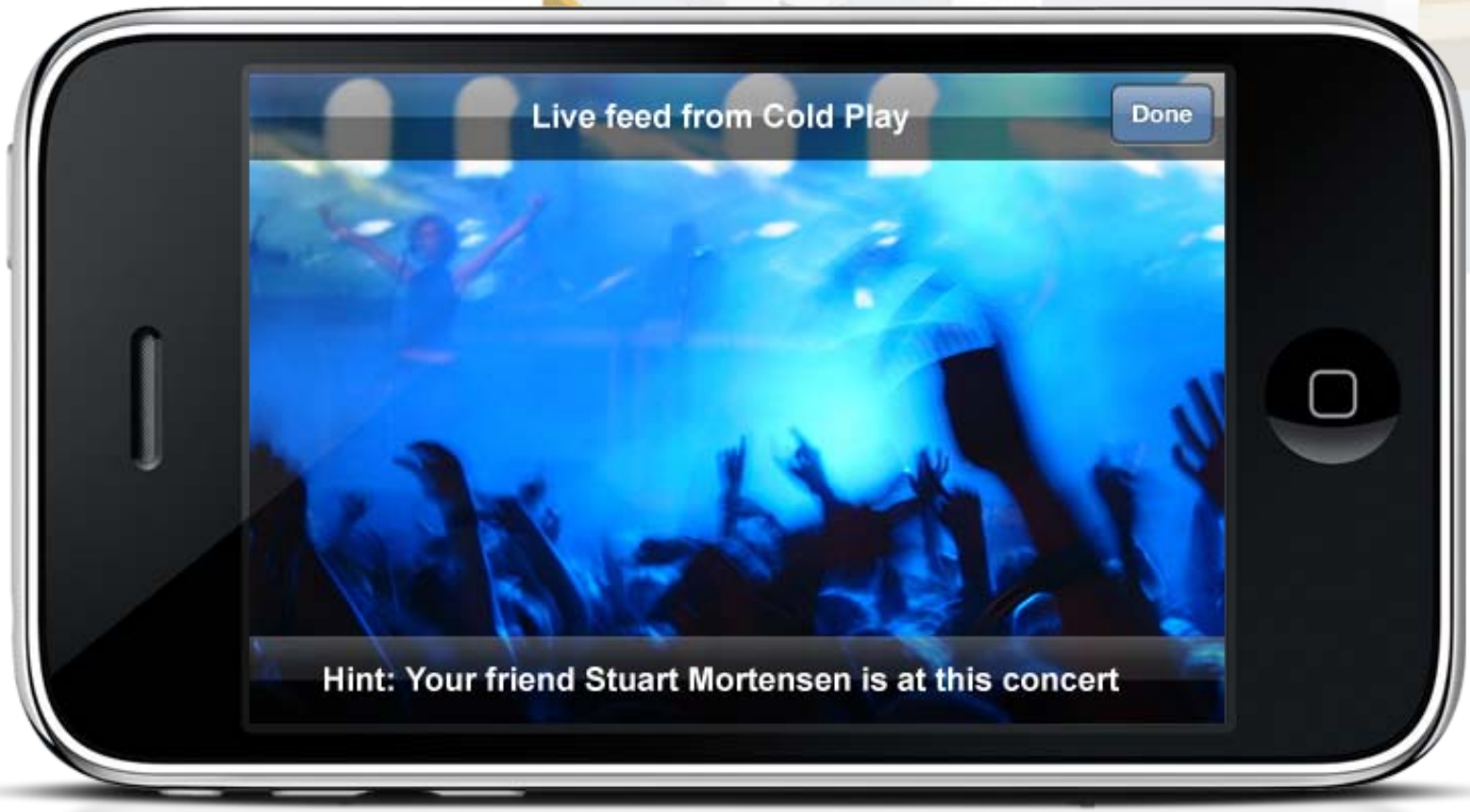
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Robbie Williams concert coming up...



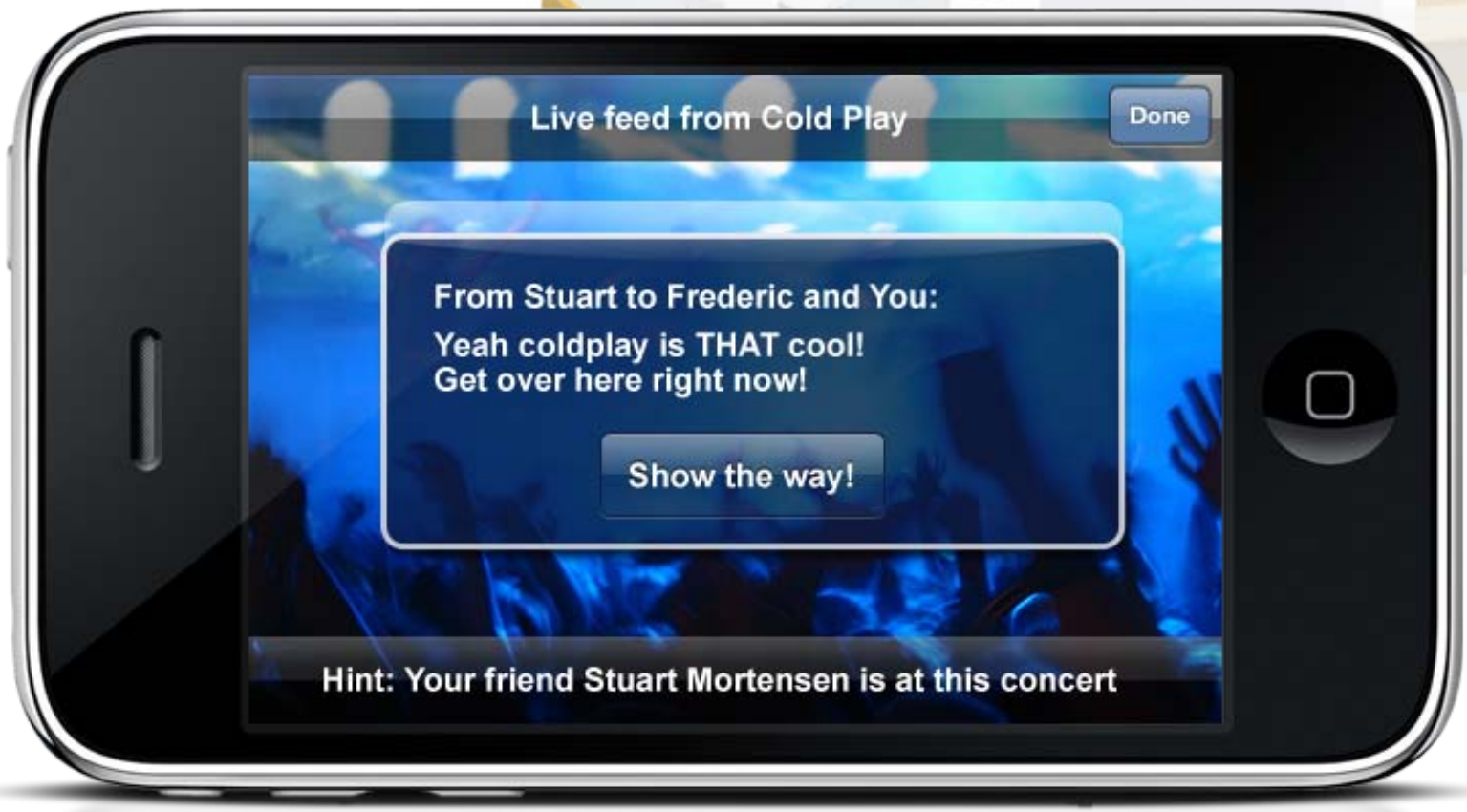
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Robbie is not performing well. What else is on?



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Message arrives...



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On our way to Cold Play...



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Enjoying the concert...



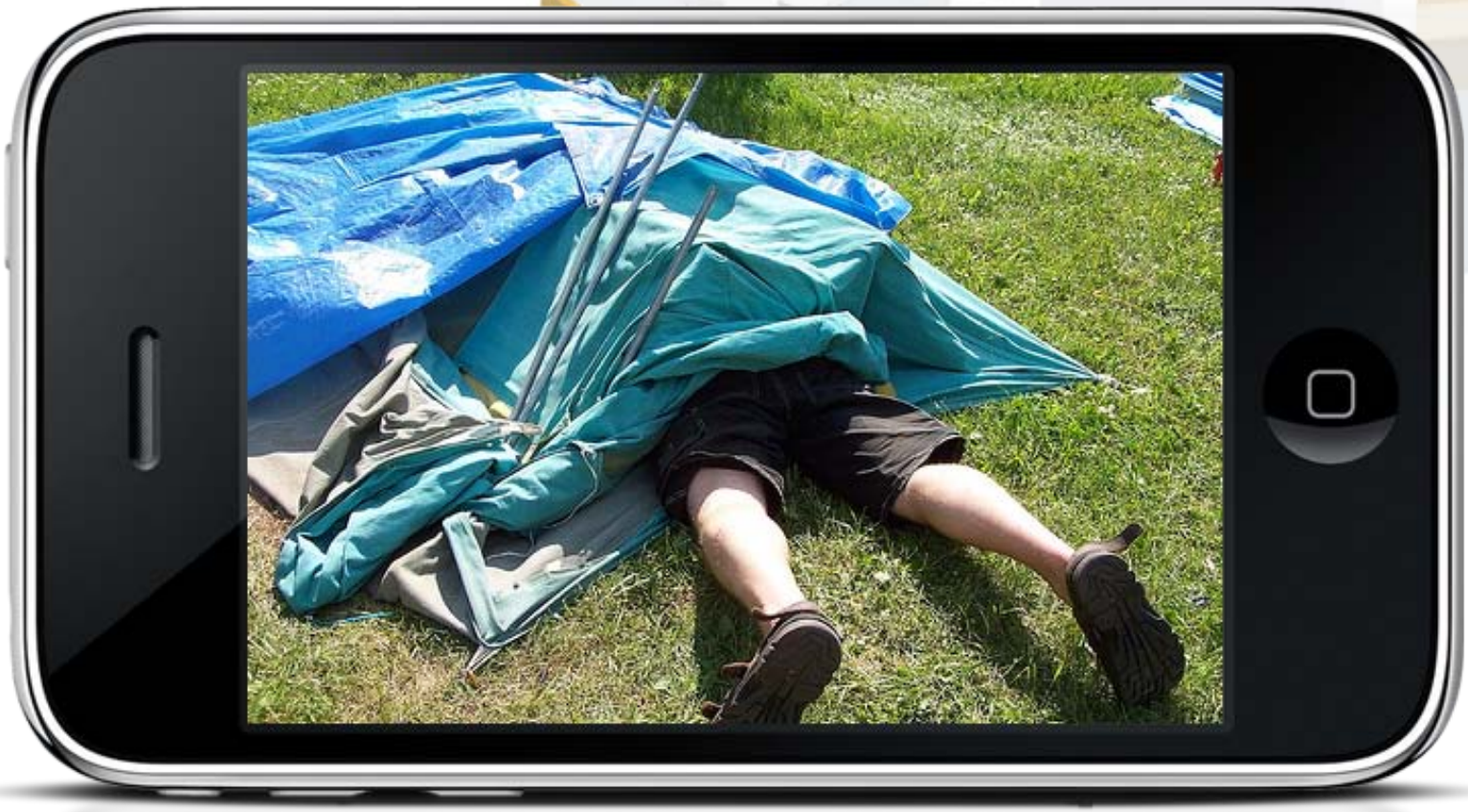
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Finding my way back to the camp...



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I found my tent!



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Imagine what this technology could do for...

- Amusement parks
- Museums
- City and tourist guides
- Events, conferences and exhibitions
- Marketing campaigns
- Public transportation
- Healthcare
- Airports
- Real estate
- Shopping
- Education

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Thank you!

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